

Fair Pricing Policy

Here at Cherryvalley Dental Care fair pricing is an important part of our ethos. We want fees that we charge you as a patient to be great value to you but also reflect fair prices for our skills and experience – without compromising the quality of materials, our duty to the environment, or the respect we have for our staff and suppliers. Below we have set out what we will do to try to make this happen.

Making you aware of the fees

We want you to be fully aware of the treatment we are proposing, the reason why we are proposing it and of the fees you will pay before treatment starts. We also want to be aware of when your fees will be due, in most cases this will be at each appointment:

To do this we will:

- Display a fee guide on the website, and make sure it is available on reception.
- Discuss with you the treatment we think is necessary and the reasons why.
- Provide a treatment plan which includes estimated costs for each patient before treatment starts where requested.
- Provide a new treatment plan with updated fees if the treatment needs to substantially change for any reason.

Fee Rises

We review our fees every year and based on our current costs and current market conditions, we will decide whether to increase some or all of our fees. We will let you know the result of the fee review by email and a link to the new prices on the website.

If we raise our fees and you have a treatment plan that is less than 90 days old, the prices on it will be valid for 3 months from the date of the rise. Treatment plans that are older than 90 days will be subject to the new fees.

...But why do we raise our fees?

The two major factors we take into consideration when adjusting our fees are, our costs and market conditions. Our costs are all things that we must pay for in order to run a practice, there are all sorts of them ranging from cleaning and insurance to energy. By far the biggest of these are wages, the materials and the laboratory costs.

We want you to have confidence in our team and the best possible service and treatment. To do this we need the best people working for us. We think it's only right to pay them a fair wage, if we didn't someone else would and we would lose that member of staff.

The cost of materials and laboratories varies hugely. We could reduce our fees by using cheaper materials that don't have biocompatible properties, or find a cheaper laboratory, but we have found over the years that this is often a false economy. In the world of Dental materials and laboratories it is almost universally true that you get what you pay for. If we used a cheaper filling material, it will not look as nice or last as long and may have undesirable ingredients. Using a cheaper laboratory may result in a crown not fitting as well as it should, look as natural or as strong as it should be – ultimately meaning that you will probably end up paying more.

Dental materials costs also change based on the world market. Most of the items we use are manufactured in Europe, and any changes to the relationship between Britain and its trading partners will cause future costs to fluctuate.

We consider all of these factors when we are deciding if we should or should not raise our fees.

What exactly does fair pricing mean?

More than just the outright value of our services we also believe there are certain principles that we try to uphold:

- **We feel it an absolute necessity to minimize our impact on the environment**
For example, we could pay less for our energy but by maximising the amount from renewable sources is important to us, and to our patients
- **We want to make sure of the fantastic local talent we have in our area.**
For certain cases we use a large centralized laboratory who provide lab work to the whole country, or even a lab based abroad but we are often speaking to different technicians for each job. For other cases we want to be able to pop in and see our master lab craftsman when we have a technically challenging treatment, we think that provides you with a better all-round service too.
- **We want to build a relationship with our suppliers**
We could probably switch the supplier of our materials to a large multinational, but they rarely have good ethical credentials and we believe going locally and building relationships with our suppliers where possible.

We think by following these principles we are giving you the best possible service at good value, our impact on the environment is as small as it can be and we treating our staff and suppliers fairly, this is what we mean by **Fair Pricing**.

Why our prices say 'from...' and our treatment plans are estimate

- It's hard to be completely accurate on our fee guide, for example for a white filling on guide it says (depending on size) "From". So why do we say 'from' and not just give a fee?
A small filling at the front of the mouth is small, easy to get to and doesn't use much material which will be cheaper. A bigger filling at the back of the mouth will take longer, it will be more difficult to get to it and it will use more material, therefore the cost will be more.
- Sometimes there are things that we would want to fix before we even get a filling, a good example of this is Gum disease. There is plenty of evidence to suggest that gum disease has a considerable effect on your overall health, and we would always want to sort that out first. We also try to look at the reasons why you are having the problems you are having, if you need a filling is that signaling a problem with what you eat? Perhaps if we can help you fix that, we can stop you needing fillings in the future, but we won't know until we see you.
- Even when we have seen you and provide you with a treatment plan, the figures are an estimate, we will try to explain in the plan why there might be variation, but the main reason we have to be unspecific is that we can't just be sure of what's going on until we actually see it. A good example is where we may need to replace a failing crown. Even an x-ray won't show if there is decay under the crown, we won't know the extent of the problem until we have taken the old one off. It may need us to use certain materials to give the tooth the best chance

of healing: this is why there are always estimates! Sometimes it may be that you pay less than we are expecting for same reason.

Why our prices may be more expensive than another practice

We regularly check the prices of other practices in the area to ensure we are competitive, it is unlikely we are a great deal different but if you have seen some very low prices on the internet you should proceed with caution, the saying “*if it seems too good to be true, it probably is*”, is as true in dentistry as in general life, here are some things to check:

- Make sure you are not getting ‘partial pricing’. For example ensure the crown price includes all the stages necessary to supply to the dental laboratory to make that crown.
- As discussed above, the cost of materials varies considerably, and this will be the most difficult thing for you to assess, but this could be another reason why prices vary.
- Finally, as Red Adair so eloquently put, “*If you think it’s expensive to hire a professional to do the job, wait until you hire an amateur*”.

The skill and experience of the dentist really does matter. At Cherryvalley Dental Care we only select dentists who have similar ethos, high ethical and environmental standards, and excellent dental skills, we think it is fair to pay them what they are worth. We have a lot of experience of dealing with simple through to complex and challenging cases.

I hope that this fair pricing information has answered any questions you may have. If you haven’t found what you are looking for here, feel free to drop us a line and ask your question over pricing, or indeed anything else;

Email: cherryvalleydental@soegateway.com

Telephone: 028 9040 1689