

The Ultimate Private Practice

There was a time when it could be argued there were only two types of dental practice, private and NHS. And the term private practice generally conjured up images of Harley or Wimpole Street (who says branding in dentistry is a recent phenomenon?!). How times have changed!

You only have to look at the Private Dentistry Award nominees of the past couple of years to see just how many diverse and successful business models are starting to emerge, targeting evermore niche markets. Child only practices. Boutique practices. Practices that are less health and more beauty. Polyclinics. The list goes on.

All of which makes defining the “ultimate” private practice quite tricky, but at the same time, quite liberating as the historical narrow ideas of what makes a successful practice are being jettisoned.

What really matters is how you define your ultimate private practice and what will make you different. It's then about preparing and implementing a strategy to bring the real individuality of your practice to life.

And, individuality is what Practice Plan is all about. We celebrate the differences between practices. We cherish the freedom of practice owners to develop their business in their own way, free from outside interference or pressure to conform to someone else's view of the world. We champion the right of practices to have their own identity.

And that's reflected in the way we support the business of dentistry.

Different target markets have different patients, with different needs. Our membership plans have the flexibility to be adapted to suit whatever you think is important. Our team of designers and marketers have helped dentists all over the UK develop their own visual identity that encapsulates the essence of their practice.



We provide access, to advice and guidance, from a range of business coaches who specialise in helping dentists and their teams achieve their vision of the ultimate practice.

To assist you in the achievement of your business objectives, we have developed a series of beneficial partnerships with other businesses supplying products and services to the dental profession and are constantly adding to it, in response to feedback from our clients.

And individuality is what characterises our team of Regional Support Managers that are visiting practices day in, day out. We value strong, unconventional personalities that can bring energy and new ideas and we resist anything uniform, bland and corporate.

So, if we sound like the kind of organisation which you might enjoy working with then please call 01691 684135 or email info@practiceplan.co.uk



INVESTOR IN PEOPLE

