



## Fair Pricing Policy

To us at the natural smile fair pricing is an important part of our ethos. We want the fees that that we charge you as a patient to be great value to you and fair price for our skills and experience, without compromising the quality of materials we use, impact we have on 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 that you will pay before treatment starts. We also want you to be aware of when your fees will be due, in most cases this will be at the end of each appointment.

To do this we will:

- Display a fee guide on the web site, and make sure it is available on reception.
- Discuss with you the treatment we think is necessary and the reasons why, provide information leaflets to read for further information about your treatment.
- Provided a treatment plan which includes estimated costs for each patient before treatment starts.
- Provide a new treatment plan with updated fees if the treatment needs to change for any reason Explain the conditions of guarantees where they are given.

### How can I save money on my dental treatment?

- Sign up to one of our dental plans, we think these offer great value for patients as the base cost of it is slightly lower than you would pay normally for your routine appointments but you also get 15% off of certain treatment costs, and world wide accident insurance cover. you can read more about the plans here, (terms an conditions apply).
- Ask us about the option to spread the cost of your payments. (This may not be available in all cases)
- we have a range of advice for helping you to save money on dental treatment which you could look at here, ranging from advice from our therapist and dentists on prevention, through to the different types of insurance that might be suitable to you.

### Fee Rises

We review our fees every year and based on our current costs, as well as the current market conditions we will make a decision whether to increase some or all of our fees, or to freeze them. We will let you know the result of the fee review which normally happens in spring, with an email and a link to the new prices on the website. If the payment plan fees have risen you will also know at this point.

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 pay rise. Treatment plans that are older than 90 days will be subject to the new fees.

### *But why do you have to raise your fees?*

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



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

The cost for materials and laboratories varies hugely, we could reduce our fees by using cheaper, poorer quality materials, or finding 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 used a cheaper filling material and it will not look as nice or last as long, use a cheaper laboratory and the inlay may not fit as well, look as natural or be as strong. This will mean that you will need to come back into the surgery and ultimately end up paying more.

Additionally dental material costs 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 it's trading partners will case costs to fluctuate.

we take into account all of these factors when deciding if we should 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 want to minimise our impact on the environment  
We could pay less for our energy, but having it from all renewable sources is important to us, and to our patients. (although the fees we pay Ecotricity have remained remarkably competitive with other non renewable tarriffs)
- We want to make use of the fantastic local talent we have in Bristol,  
We could use a large centralised Laboratory who provide lab work to the whole country, or even a lab based abroad but we would probably be speaking to different technicians for each job, and we want to be able to pop in and see Chris, our master lab craftsman when we have a technically challenging treatment, we think that provides you with better service too.
- We want to build a relationship with our suppliers  
We could probably switch the supplier of our materials to a large multi national, but we believe going locally and building relationships with our suppliers where possible, our main materials supplier is a family run business, rare in this market.

We feel in this way we are giving you the best possible service at good value, our impact on the environment is a small as it can be and we are treating our staff and suppliers fairly, this is what we mean buy fair pricing.

### **Why our prices say 'from...', and our treatment plans are 'estimates'**

- Its really hard to be completely accurate on our fee guide, for example for a white filling on our guide it says (depending on size) From £120. So why do we say 'from' and not just give a fee? A small filling at the front of the mouth is easy to get to and doesn't use much material, it will be cheaper this is the £120, a big filling at the back of the mouth will take longer, the access will be more difficult, and it will use more material, therefore the cost will be more. there are lots of variations between those two examples, and this is why we cant give you a definite price on a fee guide or without seeing 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 just cant tell whats going on until we have actually seen it, a good example of this 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 wont know the extent of the problem until we have taken it off, his is why we call them estimates!

### **Why our prices may be more expensive than another practice.**

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

- Make sure that you are not getting 'partial pricing'. For example if you see a low price for an implant make sure it is for the implant, and the crown. Some times he have seen this quoted and We believe that this is unfair pricing, the common understanding is that an implant means the implant and the crown. Implants sometimes have other cost associated with them based on your own circumstances, bone grafts being the most common so always check and ask what additional cost there might be.
- 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 the Natural Smile we only select dentists, hygienests and therapists who have similar ethos, high ethical 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, and have been pioneering in our use of biocompatible materials, something not every dentist has skills in. Most practices will provide an example of the type of experience that a dentist have, if they don't, you really should ask them.

If you haven found what you are looking for here, feel free to drop us a line and aks your question over pricing

This policy should be read in conjunction with the Patient Payment Policy (M 233-PPY) and the [Treatment Planning Policy \(M 233-TRP\)](#).



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