



# Fair Pricing Policy

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Here at Nothing But The Tooth, fair pricing is an important part of our ethos. We want the fees that we charge you as a patient to be both great value to you and to reflect a fair price 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 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 website, and make sure it is available on reception.
- Discuss with you the treatment we think is necessary and the reasons why, and provide information leaflets where appropriate for further information about your treatment.
- Provide 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.

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

1. Sign up to one of our Sparkle Club memberships! We know they offer great value for patients as the cost of your regular care is lower than you would pay normally. You also benefit from a members' fee scale, which is significantly lower than for patients who simply pay as they go. It also has worldwide accident and insurance cover as part of the package. You can read more about the plans on our website (terms and conditions apply).
2. We have various ways to help you save money on dental treatment ranging from advice from our therapist and dentists on prevention, through to the different payment options that might be suitable for you.
3. All our treatment is aimed at getting you dentally fit and making your mouth as self-cleansing as possible. This will help to significantly reduce your treatment needs going forward and in the future.

## Fee Rises

We review our fees every year, and based on our current costs and the current market conditions, we will decide whether to increase some or all of our fees. Members of our Sparkle Club will receive a letter informing them of the result of the fee review and pay as you go patients will see the revised prices on display in our patient lounge and on our 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 treatment plan. Treatment plans that are older than 90 days will be subject to the new fees.

## Why do you have to raise your fees?

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

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

The cost for materials and laboratories varies hugely. We could reduce our fees by using cheaper materials or 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. Use a cheaper laboratory and the crown may not fit as well, look as natural or be as strong – ultimately meaning that you will probably end up paying more or even losing your tooth.

Dental material 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 costs to fluctuate.

We consider all 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 should uphold.

**We feel it an absolutely necessity to minimise our impact on the environment:** We could pay less for our energy, but having it from renewable sources is important to us and our patients. We also subscribe to a company that will recycle used products, such as toothpaste tubes and interdental brushes.

**We want to make use of the fantastic local talent we have in our area:** We could use a

large, centralised laboratory who provide lab work to the whole country, or even one of the cheap laboratories based in China, but we would probably be speaking to different technicians for each job. We want to be able to pop in and see our master lab craftsman when we have a technically challenging treatment and we think that provides you with better service too.

**We want to build a relationship with our suppliers:** Paying a fair rate, paying on time, and respecting our suppliers' reps enables us to build a relationship where they will go above and beyond when we need them to provide less commonly used materials or we need something urgently for a patient. Using a large multinational without a dedicated rep will reduce the opportunity to do this.

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

- It's hard to be completely accurate on our fee guide. For example, a white filling, depending on size, will say '*from* £...'. This is because a small filling at the front of the mouth is easy to get to and doesn't use much material. A big filling at the back of the mouth will take longer, will be more difficult to get to and will use more material; therefore the cost will be more. Different patients have different complexities and a large filling at the back on one patient may be less demanding or time consuming than a smaller one at the front on another. For this reason every filling requires a patient specific estimate.
- Sometimes there are things that we would want to fix before we even get to a filling; a good example 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 signalling a problem with what you eat or with grinding your teeth? Perhaps if we can help you fix that, we can stop you needing fillings in the future - but we won't know that 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 just can't be sure of what's 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, so we won't know the extent of the problem until we have taken the old one off. We may need to use Biodentine – a new temporary material that is highly biocompatible and is able to encourage a tooth to heal itself. This is very new technology and is expensive – though it is less expensive to you than having to have a root filling. For the same reasons as above, sometimes it might be that you pay less than we were expecting.

## Why might another practice have lower prices?

We don't aim to be the cheapest, but we do aim to be the best. We price all our treatments based on the cost of providing them to an excellent standard, plus our required profit to remain a viable business serving our patients. We also have a policy of free like for like replacement or repair for two years after most treatment is provided if it needs redoing after normal use. We are flexible – if we feel a longer period of free replacement is appropriate, we will offer it.

If you have seen some very low prices on the internet you should proceed with caution, the saying *'if something seems too 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. We have seen a quote for an implant that didn't include the crown and we believe that this is misleading. The common understanding is that an implant means the implant and the crown as a total price. Implants sometimes have other cost associated with them, such as bone grafts, 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.

## **The skill and experience of your dental care professional really does matter.**

At Nothing but the Tooth, we only select dentists, hygienists and therapists who have extremely high ethical and environmental standards and excellent dental skills. We think it is fair and right to pay them what they are worth. We have decades of experience of dealing with simple through to complex cases, and have been early adopters of biocompatible and bioactive materials.

I hope that this fair pricing document has answered any questions you may have, but if you haven't found what you are looking for, please do drop us a line.

**From the Team at NBTT**

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