



## WELCOME

Whether you are a new or an existing patient, we would like to thank you for choosing our practice. At **The Priors Dental Practice** we provide high-quality treatment in a friendly environment. We are committed to continuing dental education and keeping abreast of the changes in modern dentistry. We encourage preventive techniques – helping you to understand how to maintain the health of your mouth and keep it free of tooth decay and gum disease.

We are delighted to offer **The Priors Dental Plans** – our own membership scheme, which enable us to provide you with the treatment and support necessary to control dental disease and restore your mouth to full fitness. Our modern health-promoting approach with continuing care means:

- Fewer fillings
- Less dental decay
- Less likelihood of toothache
- More attractive teeth
- More choice
- Reduced costs
- Helping to keep your own teeth for life.

## YOUR CHOICE FOR DENTAL CARE WITH US

As individuals, we are having to make more and more provision for our own health needs. We at **The Priors Dental Practice** believe that the best way of making treatment affordable, without compromising our high quality of care, is to offer you membership of **The Priors Dental Plans** which provide the following benefits:

- A convenient payment scheme for routine treatment
- Greater choice of treatment and materials
- More time to help prevent decay and gum disease
- A fair and equitable system where everybody pays the same
- Substantial discounts on additional treatments
- Worldwide Dental Trauma and Emergency Callout Insurance
- Redundancy protection for your monthly plan payments for up to 12 months.

## DENTAL IMPLANTS

One of the most exciting developments in dentistry has been the introduction of implants. These are high-quality, high-tech artificial teeth that are fitted directly into your mouth. Mark Emms specialises in the placing of implants – please ask at reception for more details.

## YOUR CHILD'S DENTAL CARE

Children are born free of dental disease, yet by adulthood a significant proportion of the population has active gum disease and most people have experienced some tooth decay and even tooth loss. It is our belief that disease can be prevented. Our aim is to provide your child with the best dental care available to secure their dental health. We ask patients to bring their children with them from birth so that we can see them regularly to help them grow up free from dental disease. For more information on the best option for your child's dental care, please ask a member of our team.

## SAFETY

We take all necessary precautions to safeguard you and our staff. We follow recommended guidelines with regard to sterilisation of instruments and the use of disposable items, e.g. gloves and needles. We are happy to answer any questions you may have.

## THE PRIORS DENTAL PLAN

### £14.75 PER MONTH

We have introduced our own dental membership arrangement to reward and look after our patients who visit the practice regularly. Just look at what you can gain from becoming a member!

### Appointments\*

Every six months, our members are entitled to:

- A dental appointment, including a clinical examination, a check for signs of oral cancer and routine x-rays.
- A hygiene appointment to provide a full clean of the teeth and advice on how to keep your mouth and gums healthy.

### Discounts\*\*

- 20% discount on any laboratory-based treatments required, i.e. crowns, bridges and dentures.
- 20% discount on any fillings.
- 20% discount on selected dental treatments.

### Insurance\*\*\*

- Worldwide Dental Trauma Insurance to protect against the cost of large unforeseen accidental damage.
- Emergency Callout Insurance should you need a dentist in an emergency, anywhere in the world.
- Redundancy protection for your monthly payments for up to 12 months.

### And there's more...

- Treatment planning to promote good oral health for life.
- Assessment of emergencies and dental pain with any temporary treatment required, carried out at the dental practice during normal surgery hours.
- Following recommended restorative work, any subsequent remedial work required within 12 months (on a like-for-like basis).

## THE PRIORS PREMIER PLAN

**£21.75 PER MONTH**

For those patients who would like more regular and extended access to dental care, we have The Priors Premier Plan. It is designed for patients with periodontal disease and/or for patients who require extensive oral hygiene care. It includes the same benefits as overleaf but members are entitled to a hygiene appointment after three consecutive monthly payments, and entitling you up to four hygiene visits per year.

## THE PRIORS PERIO PLAN

**£28.75 PER MONTH**

The Priors Perio Plan includes the same benefits as The Priors Premier Plan, but your 30 minute hygiene visits provide periodontal therapy or extensive cleaning below the gum level (if required, local anaesthetic used), periodontal advice, preventive techniques to reduce decay and gum disease, and regular periodontal assessment and screening.

*\* Subject to receipt of six consecutive monthly payments.*

*\*\* Discounts only apply to treatments carried out at the practice, but excludes certain specialised treatments.*

*\*\*\* The price includes a premium of £0.68 per month for the Worldwide Dental Trauma and Emergency Callout Insurance. Please see the Keyfacts document for further details.*

*Prices correct at time of going to print.*

## FINANCE FACILITY

Finance facilities are available at the practice. We will be pleased to discuss the details with you.

## PRACTICE HOURS

Monday:	8.00 am - 1.00 pm	2.00 pm - 5.00 pm
Tuesday:	8.00 am - 1.00 pm	2.00 pm - 5.00 pm
Wednesday:	8.00 am - 1.00 pm	CLOSED
Thursday:	8.00 am - 1.00 pm	2.00 pm - 5.00 pm
Friday:	8.00 am - 1.00 pm	2.00 pm - 5.00 pm

If you have to cancel an appointment, please give us at least 48 hours' notice so that we can offer the time to someone waiting for treatment. We make a charge for short notice cancellations or missed appointments.

## EMERGENCIES

In case of an emergency during practice hours, please contact the practice immediately. We will always endeavour to see a patient in pain on the same day.

If you require emergency treatment outside surgery hours, please telephone the practice where you will hear a message detailing the specific arrangements for that day.

## HOW DO I REGISTER?

Please call in at the practice where an Agreement will be completed. This will require your signature and bank account details for the Direct Debit instruction. Direct Debits are collected from your account on the 8th of every month. Benefit from cover will commence from the 1st of the month (Effective month on the dentist/patient Agreement).

If you have any queries, please ask a member of staff.



Pinfold Lane, Penkridge, Staffordshire ST19 5AP

**Tel: 01785 712388**

**Email: [info@thepriorsdentalpractice.co.uk](mailto:info@thepriorsdentalpractice.co.uk)**

**[www.thepriorsdentalpractice.co.uk](http://www.thepriorsdentalpractice.co.uk)**



## THE PRIORS DENTAL PLANS

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BDA Good Practice  
Member



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