

Welcome to

# The value of written enquiries

*...and responses that reflect what they're worth!*

with **Richard Collard**



**WESLEYAN**  
*we are all about you*

**Practiceplan**  
The business of dentistry

**dpas** your dental plans  
Part of the WESLEYAN Group

**medenta**  
putting finance into practice

## Different capacity contexts

- Private practice with capacity
- Mixed practice with capacity
- Mixed practice with no NHS capacity
- Private practice with no capacity
- Mixed practice with no NHS or private capacity



**VALUING**  
**BLOCKING**  
**REFLECTING**  
**RESPONDING**  
**MONITORING**



# VALUING



## EXERCISE 1: What's a typical GDP enquiry worth?

Hello,

I've just moved into the area and I'm looking for a new dental practice. It would be for me and my husband and we have a seven month old baby.

Could you tell me if you're taking on patients and if so, how do we get registered with the practice?

Many thanks,

Alison Wray

# BLOCKING





**REQUESTING**  
**RECEIVING**  
**RESPONDING**





**REQUESTING**

**RECEIVING**

**RESPONDING**

You can also contact us via this form, we're happy to help

First Name \*

Last Name \*

Email \*

Phone No \*

Postcode \*

Message \*

# Please get in touch; we'd love to hear from you!

Let's start with your name.

Alison Wray

## How can we help?

I've just moved into the area and I'm looking for a new dental practice. It would be for me and my husband and we have a 7 month old baby. Could you tell me if you're taking on patients and if so, how do we get registered with the practice?

## What's the best way for us to respond?

Telephone  Email

## Thanks...what's your email address?

awray23@googlemail.co.uk

SUBMIT



Title:

Your preferred title - Mr, Mrs, Dr etc.

Full Name:\*

First name, last name please

E-mail:\*

your@email.com

If you would prefer us to get back to you via **phone**, please provide the best number below...

A mobile number is ideal if you have one...

Are you...?\*

- New to the Practice?
- An existing patient?



**REQUESTING**

**RECEIVING**

**RESPONDING**

From: reception@biertondentalcare.co.uk

To: "awray23@googlemail.co.uk" <awray23@googlemail.co.uk>

Sent: Monday, 8 Feb, 21 At 11:50

Subject: Dental enquirey

Dear Ms Wray

We have recently been advised that we have not been receiving e-mails that have been sent via our website. We can only apologise for the delay in response to your email sent on 2nd September 2020. If we can still be of assistance please contact the surgery on 01683 244270 and we will be happy to help.

Kind regards

Bierton Dental Care



**REGISTERING**  
**RECEIVING**  
**RESPONDING**

# A typical AUTOMATED response

----- Forwarded message -----

From: **Yoretown Dental** <[admin@ytdental.co.uk](mailto:admin@ytdental.co.uk)>

Date: Fri, 13 Sep 2019 at 13:41

Subject: RE: New customer message on September 13, 2019 at 1:40 pm

To: <[awray23@googlemail.co.uk](mailto:awray23@googlemail.co.uk)>

This is an automatically generated response to your message with a subject of "New customer message on September 13, 2019 at 1:40 pm". Thank you for contacting us, we will reply shortly.



# A more appropriate AUTOMATED response

----- Forwarded message -----

From: **Yoretown Dental Care** <[admin@ytdc.co.uk](mailto:admin@ytdc.co.uk)>

Date: Friday 13 Sep 2019 at 13:41

Subject: RE: New message: September 13 2019 at 13:40

To: <[awray23@googlemail.co.uk](mailto:awray23@googlemail.co.uk)>

Thank you so much for contacting us. Through this automated system we'd like to acknowledge receipt of your message. Please be assured that a member of our customer care team will reply during the next working day at the very latest.

With our kindest regards

Yoretown Dental Care

# A typical PERSONAL response

Hello

We're currently offering discounted consultations to all new patients' so I would recommend booking in for this with the dentist and he will be able to discuss possible treatment plans and prices. All of our treatments are carried out on a private basis as we are a fully private practice.

If you would like to book a consultation for you and your family let me know or if you would like to give us a call we can help with any questions you may have.

Thank you

Warm Regards

# A typical PERSONAL response

Hello

Were currently offering **discounted consultations** to all new **patients'** so I would **recomend** booking in for this with the dentist and he will be able to discuss possible **treatment plans and prices**. All of our treatments are carried out on **a private basis as we are a fully private practice**.

If you would like to book a **consulation** for you and your family let me **now** or if you would like to give us a **call** we can help with any questions you may have.

Thank you

**Warm Regards**

DEPENDABLE RESPECTFUL  
ADAPTABLE CALM EMPATHETIC  
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DISTINCTIVE PROFESSIONAL  
INFORMATIVE CARING CONFIDENT RELAXED  
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CONCISE WONDERFUL APPROACHABLE STRAIGHTFORWARD  
FRIENDLY KNOWLEDGEABLE SUPPORTIVE  
REASSURING TRUSTWORTHY HAPPY PERSONABLE INVITING

# REFLECTING





## Holding up the mirror



On 09<sup>th</sup> and 10<sup>th</sup> February all 24 practices represented in this room were searched for using Google.

6/24 didn't get an enquiry





7/24 required contact number



13/24 unknowingly said 'no'



**14/18** responded same day



**3** responded within 24 hours



**1** responded on day 8



# WRITTEN ENQUIRY BALANCED SCORECARD

ENQUIRY REFERENCE		TARIFF	SCORE
<b>STRUCTURE</b>	Used enquirer name	0.25	
	Used all clues as cues	1.25	
	Addressed all enquirer issues	1.25	
	Used own name	0.25	
<b>EXPRESSION</b>	No spelling errors	1.50	
	No grammatical errors	1.50	
	Jargon-free vocabulary	1.00	
<b>MANNER</b>	Helpful and friendly	1.00	
	Positive and professional	1.00	
	Informative and concise	1.00	
<b>TOTAL SCORE</b>			%

*In this section, you can give a fraction of the whole number e.g. If you feel the manner was reasonably helpful and friendly you might award 0.6.*

## Holding up the mirror

**60%** highest score

**20%** lowest score

**46%** average score

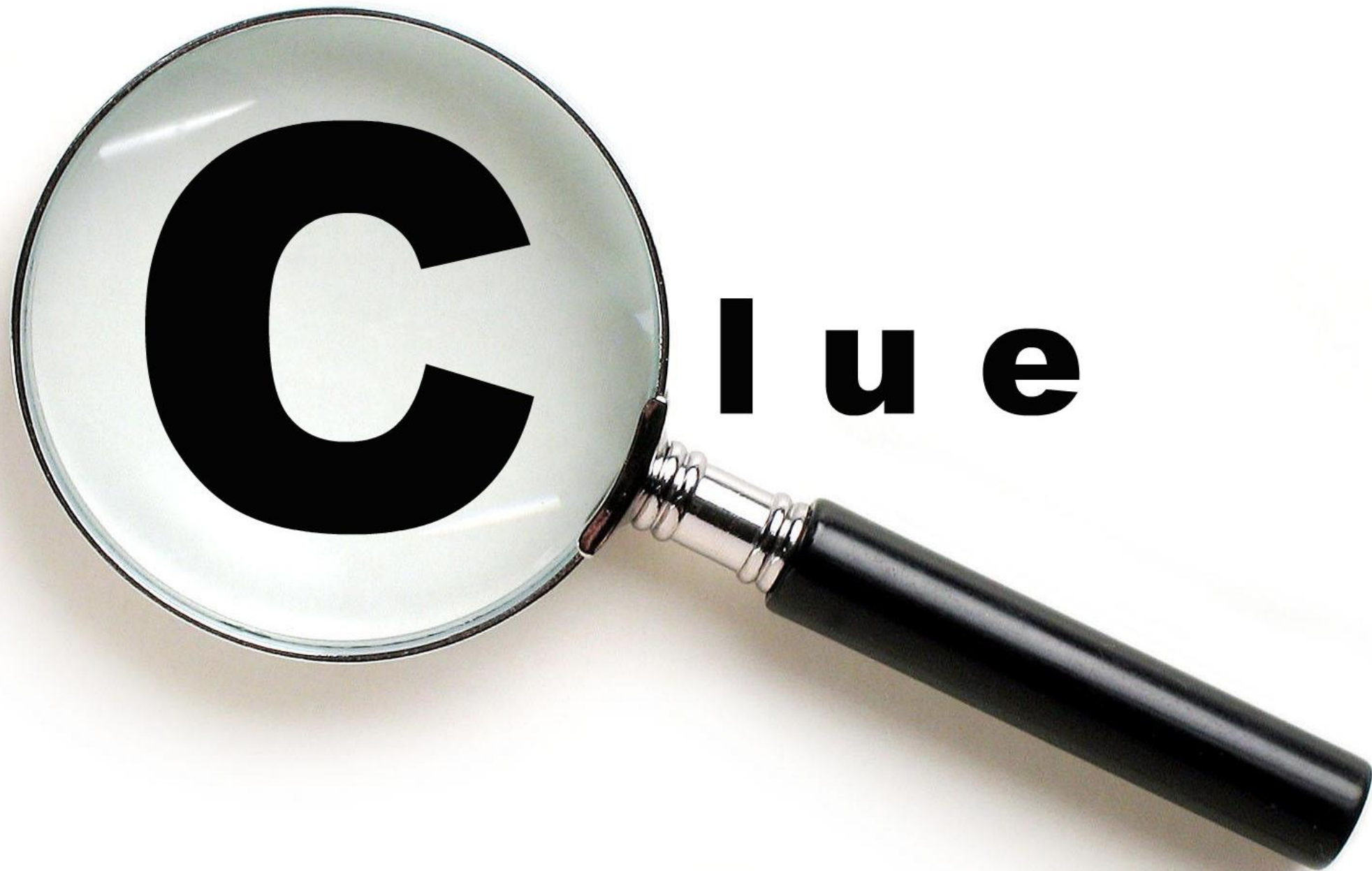
## Holding up the mirror

<46%	10 practices	20% - 46%
>46%	8 practices	46% - 60%



# RESPONDING





lue

# A typical GDP enquiry

Hello,

I've just moved into the area and I'm looking for a new dental practice. It would be for me and my husband and we have a seven month old baby.

Could you tell me if you're taking on patients and if so, how do we get registered with the practice?

Many thanks,

Alison Wray

# The clues are the cues

Hello,

I've just moved into the area and I'm looking for a new dental practice. It would be for me and my husband and we have a seven month old baby.

Could you tell me if you're taking on patients and if so, how do we get registered with the practice?

Many thanks,

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<b>TOTAL SCORE</b>			
			%

*In this section, you can give a fraction of the whole number e.g. If you feel the manner was reasonably helpful and friendly you might award 0.6.*

Hi Alison,

Thanks so much for your interest in joining Yoretown Dental Care. We'd be delighted to see you all here! A very warm welcome to the area and many congratulations on your baby. I trust you're all settling in well and getting enough sleep!

We're a family focused practice with a preventative philosophy. Maintaining healthy teeth and mouths is our core focus, even for little babies (it's never too early to start looking after your teeth, even if they're only just coming through!).

Our primary objective is to keep you smiling and ensure that you need as little treatment as possible! We are very relaxed, so all our dentists and hygienists have the time to understand your individual needs and concerns.

We work independently of the Health Service to ensure our patients can enjoy a wider range of treatment options and all routine care is delivered predominantly through one of our practice membership plans.

I appreciate you might be looking around and perhaps contacting other practices, so in the first instance, I'd love to invite you to a virtual (using Zoom or FaceTime) or onsite meeting. My main aim is to ensure you have all the information you need to decide if we're the practice you're looking for.

In terms of getting together virtually or onsite, what would work best and when are good days and times for you?

If you'd prefer to use the telephone in the first instance, please call me on the direct number below. I look forward to hearing from you as to how you'd like to proceed and once again, many thanks for considering us.

Kindest regards

**Jenny Seagrove**

Practice Manager

07734 564355

[jenny.s@ytdc.com](mailto:jenny.s@ytdc.com)



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Our primary objective is to keep you smiling and ensure that you need as little treatment as possible! We are very relaxed, so all our dentists and hygienists have the time to understand your individual needs and concerns.

We provide treatment under the Health Service and privately, to ensure our patients can enjoy the widest range of treatment options, with an ever-increasing amount of our routine care being delivered through one of our popular membership plans.

I appreciate you might be looking around and perhaps contacting other practices, so in the first instance, I'd love to invite you to a virtual (using Zoom or FaceTime) or onsite meeting. My main aim is to ensure you have all the information you need to decide if we're the practice you're looking for.

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Our primary objective is to keep you smiling and ensure that you need as little treatment as possible! We are very relaxed, so all of our dentists and hygienists have the time to understand your individual needs and concerns.



Whilst we do provide treatment under the Health Service, our NHS contract is now at capacity. This means the first available appointment for new NHS patients is in November. However, we continue to welcome new patients who prefer to have their routine care delivered through one of our popular membership plans.

I appreciate you might be looking around and perhaps contacting other practices, so in the first instance, I'd love to invite you to a virtual (using Zoom or FaceTime) or onsite meeting. My main aim is to ensure you have all the information you need to decide if we're the practice you're looking for.

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Our primary objective is to keep you smiling and ensure that you need as little treatment as possible! We are very relaxed, so all our dentists and hygienists have the time to understand your individual needs and concerns.

The Covid restrictions of the last two years, have resulted in a high demand for new patient appointments and at the same time, we are managing a back log of routine examinations and treatment. As a private practice, our first responsibility is to our existing member clients who have supported us so loyally during these difficult times. Consequently, new patient appointments are now available from September.

I appreciate you might be looking around and perhaps contacting other practices, so in the first instance, I'd love to invite you to a virtual (using Zoom or FaceTime) or onsite meeting. Current lead times aside, my prime aim is to ensure that you have all the information you need to decide if we're the practice you're looking for.

In terms of getting together virtually or onsite, what would work best and when are good days and times for you?

If you'd prefer to use the telephone in the first instance, please call me on the direct number below. I look forward to hearing from you as to how you'd like to proceed and once again, many thanks for considering us.

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From: [ra.collier@btinternet.com](mailto:ra.collier@btinternet.com)

To: [contact@ytdc.co.uk](mailto:contact@ytdc.co.uk)

Sent: Thursday, 8 Apr, 21 At 14:50

Subject: Information please

Good afternoon

I need to find a new dentist for my family. Please could you tell me how to register with you and how much a new patient consultation is? I've tried phoning but the lines are always engaged.

Thank you

Ray

From: [ra.collier@btinternet.com](mailto:ra.collier@btinternet.com)

To: [contact@ytdc.co.uk](mailto:contact@ytdc.co.uk)

Sent: Thursday, 8 Apr, 21 At 14:50

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<b>TOTAL SCORE</b>			
			%

*In this section, you can give a fraction of the whole number e.g. If you feel the manner was reasonably helpful and friendly you might award 0.6.*

Dear Mr Collier,

Thanks so much for your interest in joining Yoretown Dental Care and I'm sorry that the phones have been engaged when you've called. We have started to monitor call volumes and service levels recently, so your feedback is most helpful.

We're a family focused practice with a preventative philosophy and we'd be delighted to welcome you all here. We work independently of the Health Service to ensure our patients can enjoy a wider range of treatment options and all routine care is delivered predominantly through one of our practice membership plans.

You specifically asked about new patient consultations. For an individual, these are delivered in the following two phases, although for a family, there can be variations on the theme with costs adjusted appropriately!

**Phase 1:** Complimentary (45 mins) appointment with Sally, our Patient Care Coordinator. This is done virtually (using Zoom or Facetime) or onsite, depending upon your preference. Primarily, the purpose of this time together, is to give you all the information you need to determine if we are the right practice for your family. Should you be comfortable taking things forward we would then:

- 1) Take a full medical history
- 2) Complete a personal dental assessment to understand your specific requirements
- 3) Match you with the clinician of your choice
- 4) Book the clinical consultation
- 5) Process the clinical consultation fee of £150

**Phase 2:** Clinical consultation (45 mins) in-practice with your chosen clinician and will include the following:

- 1) Clinician review of documentation from Phase 1
- 2) Full clinical assessment using our 18-point health check (information attached)
- 3) Any x-rays and photographs that may be required
- 4) Membership plan considerations (information attached)

The purpose of this consultation is to give you options, where necessary, for achieving your dental fitness and most importantly keeping you there. Maintaining healthy teeth and mouths is our core focus. Our primary objective is to keep you smiling and ensure that you need as little treatment as possible!

In terms of getting together virtually or onsite, what would work best and when are good days and times for you?

If you'd prefer to use the telephone in the first instance, please call me on the direct number below. I look forward to hearing from you as to how you'd like to proceed and once again, many thanks for considering us.

Kindest regards

**Jenny Seagrove**

Practice Manager

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B

B

C



## EXERCISE 2: BBC HD

Construct your own contextual BBC HD response to the question: 'How much is a new patient consultation?'

# What's your context?

- Private practice with capacity
- Mixed practice with capacity
- Mixed practice with no NHS capacity
- Private practice with no capacity

## EXERCISE 3: Responding to a new patient web enquiry

Using the elements of what we have considered so far, respond to the following enquiry in the context of your own practice.

# Please get in touch; we'd love to hear from you!

Let's start with your name.

Rosie Collingwood

How can we help?

I haven't been to the dentist for quite a long time as I'm a bit nervous, but I need to register with a practice as I need a new cap. How much are they and do you do NHS?

What's the best way for us to respond?

Telephone  Email

Thanks...what's your email address?

rowsea.collingwood@btinternet.com

SUBMIT

# Please get in touch; we'd love to hear from you!

Let's start with your name.

Rosie Collingwood

How can we help?

I haven't been to the dentist for quite a long time as I'm a bit nervous, but I need to register with a practice as I need a new cap. How much are they and do you do NHS?

What's the best way for us to respond?

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SUBMIT

# WRITTEN ENQUIRY BALANCED SCORECARD

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	Informative and concise	1.00	
<b>TOTAL SCORE</b>			
			%

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Dear Rosie,

Thanks so much for your interest in joining Yoretown Dental Care. We'd be delighted to welcome you here. We treat many people just like you, so we completely understand your initial nervousness! Are you experiencing any discomfort at present?

We work independently of the Health Service to ensure our patients enjoy a wider range of treatment options and all routine care is delivered predominantly through one of our practice membership plans. Our preventative philosophy focuses on maintaining healthy teeth and mouths to ensure that you need as little treatment as possible.

Talking of treatment, you mentioned a new crown and asked about prices specifically. There are different types and depending upon your choice, the prices range from £350 to £750 which on our 10-month interest free payment plan, would be £35 to £75 per month.



Without a full clinical consultation, it's difficult to give an accurate price, but that said, I want to help you in the best way I can. With treatment like this, time is usually of the essence, so in the first instance, I'd love to invite you to a virtual (using Zoom or FaceTime) or onsite meeting with myself.

The purpose of us getting together is to ensure you have all the information you need to decide if we're the practice you're looking for and for me to detail how we can provide you with an accurate cost for your new crown.

In terms of meeting virtually or onsite, what would work best and when are good days and times for you?

If you'd prefer to use the telephone in the first instance, please call me on the direct number below. I look forward to hearing from you as to how you'd like to proceed and once again, many thanks for considering us.

Kindest regards

**Jenny Seagrove**

Practice Manager

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## Holding up the mirror






18 enquiries were sent  
and 18 responses were  
received...

# MONITORING



# 2021 MAY

Sun	Mon	Tue	Wed	Thu	Fri	Sat
						1
2	3	4 	5	6	7	8
9	10	11 	12	13	14	15
16	17	18	19	20	21	22
23	24	25 	26	27	28	29
30	31					

Dear **[Enquirer name]**

Further to your recent enquiry regarding **[specific interest]**, I'd love to help you in the best way I can. If you have already decided to become a patient at another practice, I'd be grateful if you could let me know and if not, please get in touch!

I look forward to hearing from you and once again, many thanks for considering us.

Kindest regards

**[Your name]**

**[Role]**

**[Direct email]**

**[Direct telephone number]**

Dear **[Enquirer name]**

Further to your recent enquiry regarding **[specific interest]** and my 2 subsequent emails, we'd love to know if we can still help you. That said, I'll now leave this with you and please be assured that we'd always be delighted to hear from you.

Many thanks for considering us in the first instance.

Kindest regards

**[Your name]**

**[Role]**

**[Direct email]**

**[Direct telephone number]**





# Summary of principles

Use names

Make 'Thanks' sandwiches

Use the clues as cues

Respond to questions

Give practice overview

£: talk range & affordability

Make meetings purposeful

Use BBC HD (5 aspects)

Give choices

Ask questions

Be easy to contact

Welcome feedback

Watch the perspective

Stock NHS/£/NPC responses

## 6 questions to always ask yourself

- When should we respond to it?
- How do we want to be perceived?
- How much is the enquiry worth?
- What are the clues we can see?
- What specifics must we address?
- When should we follow it up?



# ACCESS RELATIONSHIP TREATMENT



**richard.collard@practiceplan.co.uk**

**07548 233964**

