How to Move From NHS to Private as a Dental Associate

Strategic Success. Delivered.

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Why the Conversation Feels Harder Than the Clinical Work

NHS dentistry hands you a script. The fee is fixed before you say a word.

Private dentistry hands you the pen instead. You choose the treatment, explain the value, then quote the fee.

That's exactly where confidence dips.

It's a Skill, Not a Confidence Problem

- Explaining value and naming a fee in one conversation isn't taught in NHS training
- It's a skill nobody taught you, which means it's a skill you can learn
- You learn it the same deliberate way you learned any clinical skill, one step at a time

Answer the NHS Question Before It's Asked

- “Do you still do NHS?” comes up again and again
- Agree your language for explaining NHS and private treatment before the phone rings
- A patient who hears clarity assumes you know exactly what you're offering
- Write the script once. Use it for years.

Build a Pipeline, Not Just a Price List

- Raise your case acceptance and hourly production
- Build a personal brand inside your own practice, so patients ask for you by name
- Track your own contribution well enough to prove it
- None of this needs practice ownership to start

Talk to Your Practice Owner With Evidence

- Bring evidence first: your case acceptance rate and average treatment value
- Review your own numbers weekly, not once a quarter
- You're no longer asking for trust. You're presenting it.

The Mindset Shift: Value, Not Price

It isn't about charging more for the same conversation.

It's learning to have a fuller conversation, one that explains the treatment and its consequences.

That fuller conversation happens to include a fee.

What This Looks Like for You

- DWB doesn't run one fixed programme for every associate
- We start with your current practice, your goals, and what you can realistically take on
- For some, that means strengthening treatment presentation. For others, it means negotiating terms or building a private patient base
- The starting point is the same either way: understanding exactly where you stand today

Ready to Make the Move?

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Book an Associate Coaching call and work out your own pathway from NHS to private.

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