

## Specialist Orthodontic Referral Centre

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# DavidGale

## Specialist Orthodontic Referral Centre

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Specialist in Orthodontics

## How to use the enclosed patient information material

The aim of the enclosed material is to save you time when a patient is contemplating orthodontics. I have prepared two levels of information depending on the level of interest and knowledge the patient has. Once a referral has been made you can leave the rest of the explanation to my team and I, unless multi-disciplinary work is needed.

1. a) Patient leaflet ([see as PDF File on website](#))
2. b) Laminated A4 sheet of treatment methods with the patient satisfaction survey on the reverse ([see as PDF File on website](#))
3. c) Laminated A4 practice information sheet ([see as PDF File on website](#))

These publications are for any patient who may want orthodontics. The photographs and case diary's help a patient, who has no detailed knowledge of orthodontics understand the type of outcomes we can achieve for them. They also tell the patient a little about our specialist practice and the views of current patients. You can have as many brochures as you want, as we have lots to give away to prospective private patients.

### 2. The laminated A4 lingual case report with five treated orthodontic cases on the reverse

This is for patients who are some way into choosing orthodontics. The visual effect of the photographs may be off-putting to patients who have not considered orthodontics before, but we have found our referred patients are fascinated by the changes between the before and after shots. ([see as PDF File on website](#))

### 3. The laminated referral form

This is for repeat photocopying to avoid the need for you to store and re-order referral packs. If you do not have a photocopier or prefer referral packs we do have them; just ask and we will keep you supplied. ([see as PDF File on website](#))

Finally if you have any feedback regarding our first attempt at professional marketing or any aspect of our service, please do let me know so that I can make the necessary changes.

## Orthodontic Price Guide for David Gale

New patient diagnosis appointment, no records	£70.00
Radiographs, study models and full diagnostic letter	£140.00
Standard orthodontic treatment (upper 3-3 ceramic if required)	£2000-£4000
Completely Invisible (lingual) or low visibility appliances (Invisalign)	£4000-£7500

Treatment costs are individually determined following diagnosis and full treatment planning. The above prices are a general guide only. All treatment contracts are written fixed price quotations, so that there are no surprises. To proceed, a private patient must return the signed duplicate treatment plan by post – it is their decision. Usually a £500 initial payment is required to start treatment and interest free monthly payments are available (subject to status). Longer payment plans are available if required, with interest payable. Please ask for details. Any type of payment structure can be considered, but this must be agreed in writing before treatment starts. The best way to find out what an individual patient would cost to treat is to have a £70 diagnostic consultation.