



Flexible practice-driven solution

We help practices increase revenue
and give patients peace of mind.



About Certra Dental

We innovate so practices can provide more accessible and beneficial dental care across the board.

Why we do what we do

Increased public demand with reduced NHS availability means dentists are busier and more pressured than ever. Sadly, this has led to a situation where accessing NHS dentistry is harder, private dentistry has become pricier, and the profession has become less rewarding. The result is a system that isn't working for too many people.

At Certra Dental, we aim to bring profitability and fulfilment back to the sector and improve a nation's attitude towards dental health.

Learn more about how Certra Dental can benefit your practice.

Speak to us [+44 \(0\) 115 8224392](tel:+44(0)1158224392)



Who are we? Meet the team

We help practices increase revenue and give patients peace of mind.



Matt Hall

Co-founder and director

Matt has spent most of his professional life working within the financial services sector and has developed a deep understanding of product and service delivery within a highly regulated industry. He founded Hallbrook Partners Ltd, a sector- leading claims management company in 2008, and is now excited to be part of Certra Dental's plan to bring positive change to the dental sector.



Scott Manifold

Co-founder and director

Innovation with a customer focus, combined with a passion for process management, has helped Scott establish and nurture successful businesses over the past 30 years, across diverse sectors including financial services, global product distribution, property and claims management. Scott is now thrilled to be part of Certra Dental's mission to redefine fixed-price dentistry.



Amanda Lacey

National Business Consultant

Amanda has worked within the dental industry for 23 years. Her last role was working as a surgical and business territory manager for Straumann using her skills to support and develop practices and their teams. She'll continue to use these skills working, alongside the Certra Dental Warranty Programme, to help practices increase profit and reach their full potential.

Introducing the Certra Dental Warranty Programme

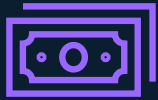
You don't need to choose
between NHS or private patients
to run a rewarding practice.

The Certra Dental Warranty Programme helps you earn more without working more. Opening up your customer base and attracting new patients is a win-win whether you treat NHS or private patients – or both.

With minimal changes to your day-to-day, the Certra Dental Warranty Programme is a low-cost, low-risk solution for practices. And one that makes perfect sense to patients.



Grow monthly revenue without significant outlay, admin or risk to your practice



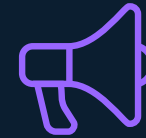
Extra monthly revenue

Maximise existing patient revenues whilst attracting new patients.



Grow patient loyalty

Increase practice value with patients committing to year-round recurring cover.



Stand out in your town

Advertise affordable, sought-after services without ignoring NHS patients.



Light on paperwork

Assessments align with your workflow, so that's more money for minimal admin.



Get full protection

Claim treatment costs incurred under a warranty with optional insurance.



Nurture patient relationships

Regular check-ups and hygiene visits can form part of a warranty.



What is a dental warranty?

A dental warranty is a 12-month guarantee based on the assessment of a patient's natural teeth and gums. It is backed by the professional opinion of a qualified dentist and provides patients with protection against unexpected treatment costs up to a value of £3000.

Understanding Dental Warranty Coverage

When a dentist in your practice issues a warranty, you agree to rectify any issues should a patient experience problems and require treatment to repair, restore, or replace any of their warranted teeth. This includes all NHS and private treatments that are clinically necessary, and if needed, the warranty will cover the cost of a dental implant up to the maximum limit.

Adding Pre-existing Conditions to the Warranty

After an examination to assess patients' dental health, any pre-existing problem teeth must be ring-fenced. Once treated, these teeth can be included in the warranty, allowing patients to enjoy complete ongoing protection without any qualifying period.

Effortless Access to Dental Care

Once a warranty has been issued, patients will have complete peace of mind. Should a dental problem arise, they simply make an appointment and return to your practice for the necessary treatment. No claim forms, no co-pay - just quality patient care your practice can be proud of.

Enhance your existing capitation plans

You can launch the dental warranty as a standalone solution or it can be implemented to enhance your existing capitations plans. The warranty can provide your existing plan patients with more benefits at a lower cost and reduce the risk for your practice.

How does it work?

The warranty is a simple, easy-to-action solution

1

The warranty assessment

A dentist performs a warranty assessment during a patient's routine check-up. It's straightforward, so tagging it onto a typical workflow doesn't take much time.

2

Deal with problem teeth

A patient must have a certain level of dental health to be eligible for the warranty. If a patient has a few problem teeth, these can be ring-fenced, treated, and added to the warranty later. This way, protection for a patient's healthy teeth isn't delayed. And ring-fenced teeth are automatically covered once they're up to standard.

3

Issue a warranty

The dentist can issue warranty coverage after completing an assessment and identifying ring-fenced teeth. At this stage, the dentist must be confident in the patient's overall dental health to confirm a low likelihood of future issues.



Protect your practice with specialist insurance

As part of our mission to help practices provide more accessible and beneficial dental care across the board, we offer a unique insurance policy to give you extra peace of mind.

The insurance policy has been designed specifically to give you added protection against the cost of warranty-related claims. It's an optional extra, designed with your profession in mind, to support the smooth delivery of your warranty offer. If a patient needs treatment, you can quickly process the claim through our easy-to-use system, Certra SYS.

Certra Dental is a trading style of Nascent UK Solutions Ltd, which is an appointed representative of Healix Insurance Services Limited, which is authorised and regulated by the Financial Conduct Authority. Nascent UK Solutions Ltd FCA Firm Reference Number is 1003254. Healix Insurance Services Ltd FCA Firm Reference Number is 437248.



How does the warranty differ from traditional solutions and will it work with my existing plans?

The dental warranty is a completely flexible solution and can enhance your existing patient plans.

1

Capitation plans are typically designed by dental practices to cover various maintenance or treatment costs. More extensive plans can be expensive for patients and usually do not include specialised treatments such as implants. They can also expose your practice to financial risks.

2

Traditional dental insurance is designed for the general population, and its pricing factors in all types of dental health, including both unhealthy mouths and those that are dentally fit. It typically involves qualifying periods, co-pay limits, and claim forms. Since it's a regulated financial product, unless your practice is authorised by the FCA, you cannot sell it directly to your patients.

3

The dental warranty is a professional guarantee between your practice and its patients. It is focused only at eligible patients that are dentally fit and rewards those patients with low fixed-priced dentistry. It is not insurance and therefore your practice can sell it directly to patients and make a profit, whilst improving patient retention and building the value of your business.

4

The dental warranty combines all the benefits of traditional dental funding solutions. It can function as a standalone plan or be utilised to enhance your existing capitation offering, thereby increasing the benefit for your patients while reducing the risk for your practice.

Taking charge of your Dental Warranty is easy with Certra SYS

Our unique service ecosystem, Certra SYS, helps your practice deliver a successful and profitable dental warranty programme. Any team member can effortlessly manage dental warranty plans and streamline capitation requirements with our intuitive, purpose-built platform.

The screenshot displays the Certra SYS interface. On the left, a sidebar shows user information for Howard Jones and summary statistics: Claims in progress (£1000.00), Claims settled (£2755.00), Claims rejected (£245.00), and Client payments (£135.00). The main area is titled 'Active warranty plan' with a dropdown for 'UK7 status: Under Warranty'. It features a dental arch diagram with colored dots representing different tooth statuses. A legend indicates: Under warranty (purple dot), Ring fence (green dot), Implant (grey dot), False (white dot), and Extraction (orange dot). A 'Payment Provider' section shows a 'Payment Final Bill' of £00.00 total with fees. A 'Ring-fenced' pop-up window shows a tooth icon and 'UL4'. A 'Claim History' window shows a table with columns for item and amount.

Item	Amount
Investigation	£300.00
Xray	£100.00

Handwritten annotations include: 'Brand with your practice logo' pointing to the top left; 'Add ring-fenced teeth to warranty' pointing to the arch diagram; 'Effortlessly manage patient plans' pointing to the Claim History window; and 'Specifically tailored plans' pointing to the sidebar.



Simplicity and flexibility built-in

Teams can log patient examinations and ring-fence pre-existing problem teeth before issuing warranties. Dentists can then tailor plans specifically for their patients by including additional check-ups, hygiene visits or any required dental work to repair ring-fenced teeth.



Tailored capitation plans

Certra SYS lets you design, deliver and manage tailored capitation plans for your patients. Get the flexibility and control to launch the ideal plans for your patients.



For patients

A quick and easy digital solution for patients to register and pay for their warranty plan.



For practices

Our system provides all the tools and management information that a practice or group will require to launch, manage and grow a successful warranty programme.



Hassle-free claims process

For those practices that opt to include insurance cover, Certra SYS will assist in managing and processing any claims. If a patient requires treatment covered by the warranty, your practice completes the work and then submits a claim for reimbursement of costs through the system.

Join the Certra Dental Warranty Programme

Become Certra-Certified and show further commitment to delivering services to a consistently high standard.

A dental warranty is a promise from you to a patient – facilitated by Certra Dental. To receive our backing, you must be certified by us, and the process is straightforward. Dentists complete our e-learning course made up of step-by-step guides and helpful exercises. It explains and ensures they understand how the warranty works and how to perform warranty assessments. Plus, the course counts towards individuals' continuing professional development (CPD).



Dental warranties are an inexpensive way for a patient to have access to private care.

[Scott Manifold, Founder, Certra Dental](#)



Learn more about how Certra Dental can benefit your practice

Speak to us +44 (0) 115 8224392

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