

THE DENTAL POSTCODE LOTTERY: AVERAGE COST OF CHECK-UPS VARY BY £44 ACROSS THE UK

- The average price of a dental check-up increased by 42% since last year, and 11% in the past six months
- The cheapest average price for dental check-up can be found in Birmingham (£31) while Liverpool has the most expensive (£77)
- Surge in demand for dental implants, with enquiries up 87% in the last year despite prices skyrocketing by 42% in the past 12 months alone (£2,814)
- Dental costs have risen across the board in the past year as the price of a root canal increased by 13% and veneers increased in price by 4%

4 May, 2016: The price of private dental care in the UK varies dramatically by postcode, with a difference of 80% in price for routine check-ups across the country. The average cost* for a simple check-up is now £51, an increase of a whopping 42% compared to last year, according to new research released by global healthcare search engine, WhatClinic.com.

The data, based on fees charged by 14,000 private dentists, looked at the prices of the five most common dental treatments in 20 towns and cities in the UK. The findings highlighted the extensive differences in prices across the country and revealed the huge savings that can be made.

The cheapest dental check-ups can be found in Birmingham (£31) while Liverpool hails as the most expensive city at £77, on average – a difference of £43 in less than 100 miles. The cost can also vary drastically within cities, as London offers both the most expensive and the best value clinics with respective prices of £255 and £15 for a routine check-up – that’s a difference of £240.

Demand for dental implants has surged as enquiries** are up by 87% since April 2015. The average cost of dental implants has increased by 42% to £2,814 in the same time period, making the procedure £700 more expensive, on average, than this time last year.

“The UK is well behind European equivalent surgeries for this procedure,” according to **Sandeep Senghera**, a former dentist and Head of Dentistry at WhatClinic.com. “A combination of a strengthening economy, a rise in awareness and affordable payment options has created an environment where patient demand is rapidly growing for dental implants, with high street dentists increasingly offering the

treatment. The price of dental care has increased for all procedures in the last year, higher than inflation."

Veneers is another procedure which has seen an increase in enquire* over the past 12 months, with enquiries to Whatclinic.com rising by 68%. This upsurge could be linked to trends in the US and celebrities creating the demand by associating success with a pearly white smile, according to Dr. Senghera. The average national cost of veneers is £457 with Belfast listed as the least expensive city for veneers (£265) and London (£559) the most expensive, on average.

The average cost of teeth whitening has decreased slightly since April 2015, by 4% to £293. According to Dr. Senghera, "Most dental clinics in the UK now offer this affordable and effective treatment and as this supply has risen we have witnessed a consistency in prices. Some dentists even offer teeth whitening free of charge as part of other cosmetic treatments."

The average starting price for teeth whitening varies across the UK by £140. Those living in Plymouth (£223) can save as much as £70 on the national average price, while those in Brighton (£363) pay over 20% more than the national average.

The table below shows the average price across 20 towns and cities in the UK for the five most common dental treatments, based on prices listed by over 14,000 private dental clinics on WhatClinic.com.

Location	Dental Checkup	Veneers	Teeth Whitening	Root Canals	Dental implants
Belfast	£42	£265	£258	£213	£2,683
London	£60	£559	£330	£336	£2,608
Reading	£42	£524	£312	£368	£3,646
Milton Keynes	£31	£446	£268	£349	£2,609
Plymouth	£47	£409	£223	£264	£2,180
Bournemouth	£54	£468	£285	£293	£2,855
Brighton	£41	£429	£363	£280	£2,118
Cardiff	£45	£384	£255	£256	£3,606

Cheltenham	£39	£558	£304	£333	£2,953
Southampton	£39	£445	£291	£357	£2,960
Glasgow	£37	£404	£280	£206	£2,479
Manchester	£35	£360	£269	£243	£2,346
Leicester	£38	£391	£307	£270	£1,655
Liverpool	£77	£380	£241	£334	£3,063
Newcastle Upon Tyne	£57	£371	£299	£196	£2,085
Birmingham	£31	£404	£284	£234	£2,024
Leeds	£54	£433	£293	£234	£3,057
Cambridge	£67	£411	£334	£376	£2,870
Edinburgh	£39	£401	£305	£199	£3,354
York	£38	£521	£315	£370	£2,363
National average	£51	£547	£293	£287	£2,814

With increasing pressure on the NHS, more people than ever are going private for healthcare, including dental care.

Overall, enquiries to private clinics for dental health procedures have increased in the past year, with braces up 20%, tooth extraction up 15%, teeth cleaning increased by 14%, dental crowns up 2%, and dentures up 3%.

UK Dental: Trends and Prices

April 2016



CHECK-UPS

11%

increase in average price since last year



CROWNS

£422

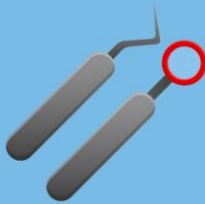
average starting price for dental crowns



CLEANING

14%

increase in enquiries over the past year



ROOT CANALS

12% increase in enquiries over the past year

£287 average starting price in the UK



VENEERS

68% increase in enquiries over the past year

£457 average starting price in the UK



BRACES

£1,768

is the average starting price for braces in the UK



IMPLANT

87% increase in enquiries over the past year



TEETH WHITENING

costs on average **£293** in the UK



98,032

total enquiries received by UK dentists listed on WhatClinic.com in the past 12 months

17%

increase in email enquiries to UK dentists over the past year



14,365

private UK dental clinics listed on WhatClinic.com

WhatClinic.com

-ENDS-

Notes to editors:

*These average prices are based on individual prices listed by clinics on WhatClinic.com. Clinics list treatment and prices differently on our website, prices usually vary widely and clinics don't always quote for the same version of a particular procedure.

**This data is based on enquiries made to UK dental clinics listed on WhatClinic.com in the period 01-04-2015 to 01-04-2016 compared to 01-04-2014 to 01-04-2015.

About WhatClinic.com:

WhatClinic.com is a global healthcare comparison website that enables patients to compare and review clinics across the globe, with online booking and independent price checks. With detailed listings for over 120,000 private healthcare clinics across 135 countries worldwide, WhatClinic.com helps consumers make an informed decision on elective medical treatments as conveniently as possible. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King and is headquartered in Dublin. Since its launch, over 60 million people have visited the site to find, compare and book treatments across a wide range of elective medical treatments.