

PRICE OF DENTAL CHECK-UP CAN VARY BY AS MUCH AS 240% DEPENDING ON WHERE YOU LIVE

- **Average cost of dental consultation increases 10% to £39**
- **Cambridge ranks as the most expensive city for a private dentist consultation, Swindon the cheapest**

London, 24 June 2013 -- The cost of a private dental check-up can vary by as much as 240% depending on where you live in the UK, according to research carried out by WhatClinic.com. The figures revealed that the average cost of a dental check-up in Cambridge is £68, compared to just £20 in Swindon.

The private healthcare search engine looked at the average fees charged by more than 11,000 private dentists across the UK for a standard dental check-up. The figures revealed that the cost of a check-up has increased by 10% to £39 compared to 12 months ago.

The figures also revealed that there are great disparities between average prices in different towns and cities across the UK, highlighting the importance of shopping around to find the best value dental clinics.

According to WhatClinic.com data, the most expensive locations in the UK to have a dental check-up are Cambridge (£68), Plymouth (£63) and Edinburgh (£63), while the cheapest are Swindon (£20), Reading (£22), Stoke-on-Trent (£26) and Oxford (£26).

Suprisingly, four of the top 10 most expensive cities for a dental consultation were in the North of England. And while Oxford and Cambridge may have the top two universities in the UK, when it comes to dental treatment, they are world's apart. The average price of a dental check-up at one of the private clinics in Oxford is around 62% cheaper than in Cambridge.

The following table shows the five most expensive towns/cities in the UK for a standard dental consultation:

Town/City	Average price for a consultation
Cambridge	£68
Plymouth	£63
Edinburgh	£63
Newcastle-upon-Tyne	£53
Leeds	£52

The following table shows the five cheapest towns/cities in the UK for a standard dental consultation:

Town/City	Average price for a consultation
Swindon	£20
Reading	£22
Stoke-on-Trent	£26
Oxford	£26
Southampton	£29

Caelen King, CEO of WhatClinic.com, comments: "These figures highlight the wide variation in prices for something as basic as a check-up, which most of us will have on a fairly regular basis. Even in the same towns and cities, the price of a standard check-up can vary quite a lot between dental clinics.

“If the whole family has regular check-ups then the accumulated costs over a year could be quite significant. That’s why it’s important to do your research. Just spending a few minutes online checking the cost of clinics in your local area could save you a considerable amount of money over the course of a year.”

– ENDS –

Notes to Editors

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally, and helps one million patients every single month find and compare the right clinic for the treatment they want. The site lists over 34,000 clinics in the UK, 11,000 of these are dental clinics. WhatClinic.com’s mission is to give the patient, as an empowered consumer, access all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by entrepreneur Caelen King, and is in operation in over 100 countries.