



The team at Diamond Dental Centre, a respected family-friendly and accredited practice situated in Lawnton, Queensland, pride themselves on bringing the highest quality dental treatments to the vast community of Pine Rivers Shire, Moreton Bay and Kendron Shire.

Though it's the staff's mission to provide optimal care for their patients, their first priority is, and always has been, to assure a comfortable and enjoyable experience in the chair.

“As a practice, we find that overcoming fear of the dentist or dental chair is the biggest barrier. We make it our priority to take great care of our patients, from the first point of contact right through to when each case is finished and beyond. It is such a joy to see a patient overcome their fear of coming in the front door,” says Nicolette, the clinic's Practice Manager.

Second to this, the concern lies in ensuring that each and every one of their patients are financially able to receive the treatments necessary to create and maintain their brightest smiles. “But once it is explained that we have treatment options available to suit each need, this barrier then vanishes,” says Nicolette.

After hearing of Zip from a former employee, Nicolette and her team sought to bring the solution to the Diamond Dental Centre, captivated by the many benefits on both a patient and clinic level. “We became excited to hear that a Zip account can be used across many different industries and that patients are not penalised for paying off the balance sooner,” she says.

Patients will first hear about Zip in the chair once the best treatment options have been discussed, says Nicolette. “As a practice, we take patient education seriously and ensure that we take the time at the start of each case to explain, answer and plan the way forward.

“Once the proposed treatment plan has been accepted in the surgery, we then discuss cost and payment options with our patient. They will always find a way to go ahead with treatment, as if issues are left unattended, they will find themselves back with us, spending more time and money.”

Nicolette recalls of one particular instance where a patient who had been wanting cosmetic work for as long as they could remember was finally able to achieve this dream with Zip. “Zip enabled them to sign up on the spot and receive approval within 10 minutes! The patient was able to be looked after within 24 hours, and this suited them perfectly as they were soon flying overseas.”

**“Zip is easier than borrowing down off a home loan, applying for a credit card or drawing down on superannuation.”**

From a clinic's perspective, Zip is able to bring about greater patient case acceptance, increased cash flow and improved staff productivity.

"Sometimes, it is a challenge for some patients to consider spending money on their health, but Zip has been able to provide a stepping stone to case acceptance. We've also found that our patients are familiar with the branding, and that familiarity and trust has definitely improved case acceptance.

"Not only that, but receiving a full payment upfront was a major factor in the practice deciding to proceed with Zip. For us, it is far better than pay-as-you-go instalments, which can dramatically affect the cash flow."

In the spirit of making the process of partnering with Zip as seamless as possible, training for staff is available with online webinars, tutorial clips, over the phone and with in-clinic visits.

**"The process of signing up was simple, straightforward and made easy. It took no time at all! It has proved to be time well invested as we've since seen improvements as a practice, and our patients have found it easy to use."**

As to whether Nicolette would recommend Zip to another clinic? "Yes! We have already recommended Zip to other established practices, encouraging them in the advantages of receiving full payment upfront and concentrating on the treatment instead of receiving payments."

**"Why would a clinic not want to use Zip!"**

