

PRICE OF DENTAL CHECK-UPS A POSTCODE LOTTERY: COSTS VARY BY UP TO 347% ACROSS BRITAIN

- **Stratford-upon-Avon the most expensive city for a dental consultation (£67); Bradford is the cheapest (£15)**
- **Dental implants in Plymouth cost an average £2,733, but those who live in Oxford could expect to spend £1,500 less**
- **Price of dental canal treatments ranges from £60 to £595 across the UK**

Monday 24 February 2014 – The cost of private dental check-ups are a postcode lottery, with prices for a simple consultation varying by up to 347% across the UK, according to new research by private healthcare search engine WhatClinic.com.

WhatClinic.com looked at fees charged by more than 11,000 private dentists across the UK for some of the most common treatments. The most expensive place to have a standard dental check-up is Stratford-upon-Avon (£67), followed by Newbury (£56), Guildford (£52), Milton Keynes (£46) and Tunbridge Wells (£45). However, travel to Bradford and you'll pay just £15 on average.

The popularity of teeth whitening has skyrocketed in recent years but beware of the huge price disparities. In London expect to pay an average £600 for pearly whites, whereas in Portsmouth the same treatment is less than a quarter of the price (£163).

The average cost of veneers across the UK is £428, but having these done in Oxford could set you back as much as £610. Wolverhampton boasts the best deal at just £240, followed closely by Dundee (£275) and Bedford (£275).

Dental implants, used to secure crowns, bridges, or dentures when the existing teeth are too badly damaged or missing, cost the most in Plymouth, (£2,733), Bedford (£2,484), Weston Super Mare (£2,400), Harrogate (£2,333) and Winchester (£2,300). Surprisingly, the cheapest areas for this treatment were all in the south of England - with Oxford (£1,150), London (£1,200) and Guildford (£1,225) as the top three.

The following table shows the top five most expensive and five cheapest locations for dental check-ups in the UK:

Rank	Town/City	Average cost of check-up
1	Stratford-upon-Avon	£67
2	Newbury	£56
3	Guildford	£52
4	Milton Keynes	£46
5	Tunbridge Wells	£45
Rank	Town/City	Average cost of check-up
1	Bradford	£15
2	Worcester	£18
3	Swindon	£19
4	Birmingham	£20
5	Wolverhampton	£23
	UK Average Price	£36

The following table shows the top five most expensive and five cheapest locations for teeth whitening in the UK:

Rank	Town/City	Average cost of teeth whitening
1	London	£600
2	Canterbury	£426
3	Solihull	£425
4	St Albans	£391
5	Windsor	£388
Rank	Town/City	Average cost of teeth whitening
1	Portsmouth	£163
2	Dorchester	£199
3	Chester	£200
4	Stockport	£203
5	Tunbridge Wells	£217
	UK Average Price	£310

The following table shows the top five most expensive and five cheapest locations for veneers in the UK:

Rank	Town/City	Average cost of dental veneers
1	Oxford	£610
2	Guildford	£585
3	Newbury	£570
4	Worcester	£520
5	Stoke on Trent	£498
Rank	Town/City	Average cost of dental veneers
1	Wolverhampton	£240
2	Dundee	£275
3	Bedford	£275
4	Chester	£280
5	Portsmouth	£300
	UK Average Price	£428

The following table shows the top five most expensive and five cheapest locations for dental implants in the UK:

Rank	Town/City	Average cost of dental implants
1	Plymouth	£2,733
2	Bedford	£2,484
3	Weston Super Mare	£2,400
4	Harrogate	£2,333
5	Winchester	£2,300
Rank	Town/City	Average cost of dental implants
1	Oxford	£1,150
2	London	£1,200
3	Guildford	£1,225
4	Halifax	£1,295
5	Wolverhampton	£1,340
	UK Average Price	£1894

The following table shows the top five most expensive and five cheapest locations for dental canals in the UK:

Rank	Town/City	Average cost of dental canals
1	Stockport	£595
2	Newbury	£493
3	Northampton	£369
4	Windsor	£350
5	Canterbury	£338
Rank	Town/City	Average cost of dental canals
1	Bradford	£60
2	Swindon	£85
3	London	£119
4	Worcester	£120
5	Maidenhead	£150
	UK Average Price	£244

Caelen King, CEO of WhatClinic.com, comments: “Even something as straightforward as a dental check-up can fluctuate by around £50 depending on where you live. If the whole family has regular check-ups every six months, as recommended, then the accumulated costs over time could be quite significant.

“It’s also worth checking prices in your local area, as we found the cost of dental treatments can also vary quite dramatically between dental clinics in the same city or town. Just spending a few minutes online comparing local prices could save you a considerable amount of money over the course of a year.”

– ENDS –

Notes to Editors

This data is based on clinic information from over 11,000 dental clinics in the UK that are listed on WhatClinic.com.

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About WhatClinic.com

WhatClinic.com is a clinic comparison site that lists over 100,000 clinics globally. In 2013 15.7 million people visited the site to find, compare and book treatments across a wide range of elective, self-pay medical treatments. WhatClinic.com's mission is to give the patient, as an empowered consumer, access to all the information they need to make an informed choice, including price, availability and reviews. WhatClinic.com was founded in 2007 by tech entrepreneur Caelen King, and is in operation in over 127 countries.