

DENTAL PRICES A POSTCODE LOTTERY: COST OF CHECK-UP VARIES BY £170 ACROSS THE UK

- **Cheapest dental check-up can be found in Birmingham (£15) while London is the most expensive (£185)**
- **Enquiries for private dental check-ups more than double in the past 12 months (115%)**
- **Average cost per city reveals Birmingham is the best value for dental check-ups (£31) and Milton Keynes the most expensive (£62)**
- **Surge in average cost of dental check-ups with increase of 28% in last six months**
- **Cheapest city, on average, for teeth whitening is Plymouth, Glasgow saves most on root canals (£185), and Liverpool offers best savings on dental implants (£1,427)**

The cost of private dental care in the UK is a postcode lottery as prices for routine dental check-ups vary by an incredible £170 in clinics across the country, according to new research released by private healthcare search engine, [WhatClinic.com](https://www.whatclinic.com).

The data, based on fees charged by 12,629 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 vast disparities in prices across the country and revealed the national average price of a dental check-up is £46.

Comparing the average cost per city, Birmingham is the best-value location for dental check-ups (£31), and is also home to the cheapest dental check-up in the country (£15). Topping the charts for the most expensive city is Milton Keynes where dentists charge the highest average price for the same procedure (£62), while one clinic in London charges a whopping £185. Despite this, there has been a boost in enquiries of 115% for check-ups in the past year, and the average cost has increased by 28% in just the last six months.

The average cost of veneers in the UK is £443 with the best deals to be found in Leicester, at £318 for this procedure. Cheltenham tops the list as the most expensive city, coming in at an average of £570. However, the highest priced clinic for veneers can be found in London and charges £1,374 – that's 210% higher than the UK average. Despite the substantial costs, enquiries for veneers have increased by 116% over the past 12 months.

Cambridge tops the poll as the highest priced city for teeth whitening where it costs on average £385, while the national average is £298. Those living in Plymouth save up to £90 on the national average price, with clinics there charging only £209 on average for teeth whitening. Incredible savings of up to 1,390% can also be made in Birmingham where one clinic charges just £20 for this procedure. While enquiries for teeth whitening are rapidly increasing, up 97% since last year, the average price for this treatment has decreased in the past six months, saving patients £7, on average, per treatment.

A root canal costs £267, on average, in the UK but if you are living in York you can expect to pay top dollar for the procedure, with an average price tag of £356, which is 33% higher than the national average. At the bottom of the price scale is Glasgow, where dentists charge an average of just £185 – a stark contrast to one Richmond dentist charging £950 for this technical procedure. Root canals have also increased in price over the past six months (6%) and the demand for this procedure has jumped by 44% over the past year.

Dental implants - used to secure crowns, bridges or dentures when the existing teeth are too badly damaged or missing - cost an average of £2,101 across the UK and is the most expensive of these common dental procedures. The price has increased by £117, on average, over the last six months and Liverpool is the cheapest city with an average cost of £1,427.

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 private dental clinics on WhatClinic.com.

Location	Dental Checkup	Veneers	Teeth Whitening	Root Canals	Dental implants
Belfast	£40	£340	£221	£223	£1,461
London	£53	£493	£328	£303	£2,420
Reading	£38	£561	£317	£332	£1,906
Milton Keynes	£62	£388	£261	£246	£1,885
Plymouth	£46	£436	£209	£211	£1,463
Bournemouth	£48	£511	£312	£316	£1,675
Brighton	£44	£430	£342	£275	£2,044
Cardiff	£45	£394	£253	£238	£2,062
Cheltenham	£35	£570	£255	£228	£2,061
Southampton	£35	£485	£258	£305	£1,945
Glasgow	£50	£343	£234	£185	£1,752
Manchester	£34	£368	£265	£222	£1,531
Leicester	£40	£318	£359	£258	£1,795
Liverpool	£37	£402	£218	£250	£1,427
Newcastle Upon Tyne	£44	£413	£382	£267	£1,383
Birmingham	£31	£370	£258	£253	£1,804
Leeds	£43	£417	£313	£253	£1,740
Cambridge	£32	£424	£385	£320	£2,393
Edinburgh	£39	£432	£317	£233	£2,215
York	£40	£521	£294	£356	£2,117
National average	£46	£443	£298	£267	£2,101

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 115%, fillings up 93%, tooth extraction up 93, teeth cleaning increased by 90%, dental crowns up 45%, and dentures up 44%.

Commenting on the data, Emily Ross, Director of WhatClinic.com, said: “These figures show the huge amount of savings that can be made by shopping around for dental care, even within the same city. Regular dental check-ups every six months are recommended for all the family, and as everyone knows, these costs can really add up. It is important that patients are more aware of the options available to them, and that money can be saved.

“Patient reviews are a valuable resource to find a suitable dentist that can deliver the best treatment, at a price that suits too. As costs vary from city to city, savings can also be made by taking a short trip to a nearby town or city. Always be careful of special offers and discounts, do your research, and make your dental health a priority when choosing a practitioner.”

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Notes to editors:

*This data is based on enquiries made to UK dental clinics listed on WhatClinic.com in the period 01.10.2014-01.10.2015 compared to 01.10.2013 to 01.10.2014.

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.