



Rated by Experts

Leading the market in
clarity and transparency



Contents

Overview	3
Red Line Criteria	4
Contact Fairer Finance	6

Overview

Our product ratings use a set or 'red line' criteria to calculate an underlying score for each product, which translates to a star rating. Products can achieve between one and five stars.

To achieve a five-star rating, products must meet all of our red line criteria. We focus on core product features, and don't give extra marks for unnecessary features or optional extras.

Our current red line criteria are contained in the following pages.

Dental Plans

Red Line 1 – Check ups

The annual cover for routine check ups and examinations, must be at least £135 which is the sector upper quartile.

Red Line 2 – X-rays

The annual cover for X-rays, must be at least £135 which is the sector upper quartile.

Red Line 3 – Scale and polish

The annual cover for scale and polish, must be at least £125 which is the sector median.

Red Line 4 – Fillings

The annual cover for fillings, must be at least £600 which is the sector upper quartile.

Red Line 5 – Crowns

The annual cover for crowns must be at least £400 which is the sector upper quartile.

Red Line 6 – Dentures

The annual cover for dentures must be at least £600 which is the sector upper quartile.

Red Line 7 – Bridges

The annual cover for bridges must be at least £400 which is the sector upper quartile.

Red Line 8 – Accidental treatment

The annual cover for accidental damage treatment, must be at least £5000 which is the sector upper quartile.

Red Line 9 – Emergency treatment

The annual cover for emergency treatment, must be at least £500 which is the upper quartile.

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