

# **Patient exemption checking**

→ **Communications toolkit for  
dental teams in England**



# Contents

- 03** Summary
- 04** Key messages
- 05** Short copy (123 words)
- 06** Long copy (337 words)
- 08** Suggested social media content
- 09** Social media images
- 10** Printable posters and leaflets
- 12** Digital resources
- 13** Contact

# Summary

Not all benefits entitle people to help with health costs. Patients can find out if they're eligible for free or reduced cost NHS dental treatment and help with other NHS costs using the online eligibility checker. The 'Check before you tick' campaign helps people understand their eligibility and claim correctly to avoid a penalty charge.

The NHS Business Services Authority (NHSBSA) has produced guidance to help primary care contractors understand their legislative requirements, follow the correct procedure, and provide support to patients.

This toolkit provides information and guidance on patient exemptions. It contains a range of materials that can be shared across various channels, including digital, social media and print.

It also highlights the risk with claiming when not entitled. Individuals who incorrectly claim could have to pay a penalty charge of up to £100, as well as the cost of the original treatment.

The content includes a guide for dental teams, to ensure they are informed and can guide their patients appropriately.

Please use and share these resources within your workspace, social media content and networks to help raise awareness about the support available to eligible patients, and assist them in correctly claiming free or reduced cost NHS dental treatment.

Further guidance and information is available on the NHSBSA [website](#).

# Key messages

## For Dental Teams

- Guidance and resources are available to help dental teams meet their legislative responsibilities, assist patients in verifying eligibility, and ensure correct procedures are followed. The materials are suitable for digital, social media, and print channels.
- Dental teams should direct patients to the eligibility checker and educating them on the consequences of incorrect claims.
- If a patient incorrectly claims free or reduced cost NHS dental treatment and they subsequently aren't able to prove their exemption, they're at risk of getting a Penalty Charge Notice (PCN) of up to £100, as well as the cost of the original treatment.
- Receiving a PCN incorrectly can cause inconvenience and distress for a patient.
- Visit our website [www.nhsbsa.nhs.uk/help-nhs-dental-costs](http://www.nhsbsa.nhs.uk/help-nhs-dental-costs) for further information and guidance on patient exemptions.

## Short copy: (75 words)

Use this information on your website or in your newsletters, emails, e-bulletins, blogs, or any other way you communicate with your service users.

The NHS Business Services Authority (NHSBSA) has produced guidance to help primary care contractors understand their legislative requirements, follow the correct procedure, and provide support to patients.

Not all benefits entitle people to help with health costs. Patients can find out if they're entitled to free or reduced cost NHS dental treatment and help with other NHS costs using the online eligibility checker at [www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)

Further guidance and information is available on the NHSBSA [website](#).

## Long copy: (150 words)

Use this information in your newsletters, emails, e-bulletins, blogs, or any other way you communicate with your service users.

The NHS Business Services Authority (NHSBSA) has produced guidance to help primary care contractors understand their legislative requirements, follow the correct procedure, and provide support to patients.

It's important to remember that not all benefits entitle people to help with health costs. Patients can find out if they're entitled to free or reduced cost NHS dental treatment and help with other NHS costs using the online eligibility checker at [www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)

If a patient incorrectly claims free or reduced cost NHS dental treatment and they subsequently aren't able to prove their exemption, they're at risk of getting a Penalty Charge Notice (PCN) of up to £100, as well as the cost of the original treatment. Receiving a PCN incorrectly can cause inconvenience and distress for a patient.

For information about help with health costs, visit:  
[www.nhsbsa.nhs.uk/nhs-help-health-costs](http://www.nhsbsa.nhs.uk/nhs-help-health-costs)

Information for patients about exemptions and the online eligibility checker can be found here: [www.nhs.uk/CheckBeforeYouTick](http://www.nhs.uk/CheckBeforeYouTick)

# Social media content

Use the suggested copy on your social media channels to help promote the NHS maternity exemption certificate.

Please tag our social media channels @NHSBSAHelpWithHealthCosts on Facebook and @NHShealthcosts on X where possible.

You can also follow us and share our content.

## Suggested posts for communicating with dental teams:

- It's important to remember that not all benefits entitle people to help with health costs. Patients can find out if they're entitled to free or reduced cost NHS dental treatment and help with other NHS costs using the online eligibility checker at [www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)
- Is your patient exempt from paying for NHS dental treatment? The NHSBSA has produced guidance to help dentists understand their legislative requirements, follow the correct procedure, and provide support to patients. Visit: [www.nhsbsa.nhs.uk/dental-exemptions](http://www.nhsbsa.nhs.uk/dental-exemptions)

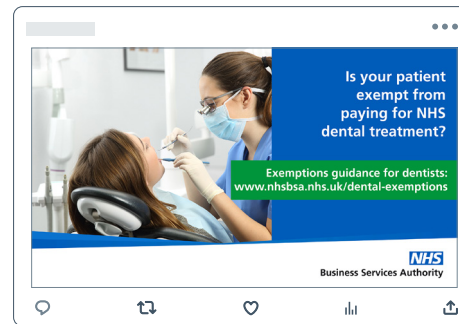
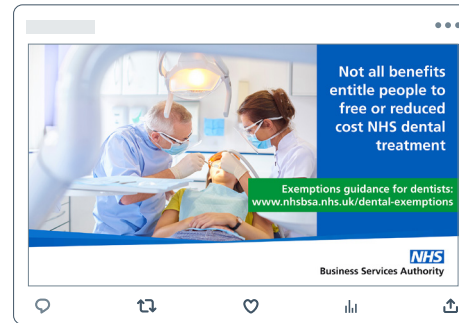
## Suggested posts for patient facing channels:

- Not all benefits entitle people to free or reduced cost NHS dental treatment. Find out if you're entitled using the online eligibility checker: [www.nhs.uk/CheckBeforeYouTick](http://www.nhs.uk/CheckBeforeYouTick)
- Are you entitled to free NHS dental treatment? Use the online eligibility checker to find out what you're entitled to. Learn more: [www.nhs.uk/CheckBeforeYouTick](http://www.nhs.uk/CheckBeforeYouTick)
- **Not everyone can claim free NHS dental treatment in England.** Checks are made on free and reduced cost NHS dental treatment. If you claim when you're not entitled to, you could have to **pay a penalty charge of up to £100**. Check if you're eligible at [www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)

# Social media images

Use these assets on your social media channels to help promote the NHS maternity exemption certificate.

Formats include 1x1, 9x16 and 16x9.



Download 

# Printable posters and leaflets

Patient-facing printable posters and leaflets are available to download from our website. These can be displayed in waiting rooms and high footfall areas.

Dental 'check before you tick' leaflet



[Download](#) ↓

Dental 'check before you tick' easy read leaflet



[Download](#) ↓

Dental 'check before you tick' easy read poster



[Download](#) ↓

# Printable posters and leaflets

## Benefits A4 poster

**NHS**

### Can you claim free NHS dental treatment?

Only certain benefits entitle you to free NHS dental treatment.

You're entitled if you're named on an award for:

- Income Support
- income-based Jobseeker's Allowance
- income-related Employment and Support Allowance
- Pension Credit (Guarantee Credit) paid on its own, or Pension Credit (Guarantee Credit with Savings Credit)
- Tax credits if your family income used to work out your tax credits is £15,276 or less and you get either:
  - Child Tax Credit
  - Working Tax Credit including a disability element
  - Child Tax Credit and Working Tax Credit paid together
- Universal Credit and your take-home pay in your last assessment period was £435 or less, or £935 or less if your Universal Credit includes a payment for a child or you have limited capability for work

\*Tax credit certificates are expiring on 5th April, and no further certificates will be issued

The easiest way to find out if you're entitled is to use the NHS eligibility checker at:  
[www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)

**Check if you're eligible for help**



If you claim free or reduced cost NHS dental treatment that you're not entitled to, you could have to pay a penalty charge of up to £100.

Download ↓

## Universal Credit A5 flyer

**UC Universal Credit**  
Opening up work.

**NHS**

### Universal Credit

#### Can you claim free NHS dental treatment?

Not everyone getting Universal Credit is entitled to free NHS dental treatment.

You're entitled if your take-home pay in your last assessment period was:


- £435 or less
- £935 or less if your Universal Credit includes a payment for a child or you have limited capability for work

Your take-home pay is shown on your Universal Credit online account or monthly payment letter.

If you claim Universal Credit as a couple, the take-home pay limit applies to the joint income of you and your partner.

Use the NHS eligibility checker to find out if you're entitled in less than three minutes at [www.nhsbsa.nhs.uk/check](http://www.nhsbsa.nhs.uk/check)

**Check if you're eligible for help**



If you claim free or reduced cost NHS dental treatment that you're not entitled to, you could have to pay a penalty charge of up to £100.

Download ↓

# Digital resources

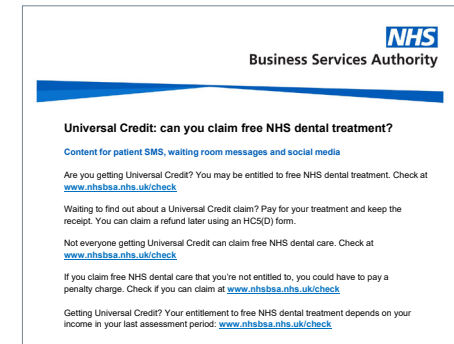
You can download digital resources to use across your digital platforms, including websites, social media channels and waiting room display screens.

## Universal Credit waiting room screens



Download ↓

## Universal Credit SMS and waiting room content



Download ↓

# Contact

If you have any questions, comments or you receive any media enquiries, please contact the NHSBSA communications team:

→ [communicationsteam@nhsbsa.nhs.uk](mailto:communicationsteam@nhsbsa.nhs.uk)

