

Alevian Health Practice Participation Agreement

Version 2026.08.1

Effective 8 August 2026

1. Parties

This Practice Participation Agreement is between Alevian Health Ltd, operating Odenta and DAN, and the dental practice, dental clinic, corporate dental group, or authorised individual clinician location accepted onto DAN.

Odenta is a platform that helps patients request access to dental care. DAN is the practice-facing portal used by participating practices to review patient requests, make appointment offers, record outcomes and manage operational settings. Alevian Health Ltd is not a dental practice, does not provide clinical treatment, and does not employ or supervise the practice's clinicians.

2. Scope

This agreement governs the practice's participation in DAN and the handling of patient referrals, waiting-list requests, appointment offers, booking confirmations, payment records, outcomes, messages and related platform activity.

The practice remains solely responsible for clinical assessment, diagnosis, consent, prescribing, treatment, follow-up, clinical record keeping, safeguarding decisions, clinical fees and complaints relating to care it provides or declines to provide.

3. Definitions

"Alevian Booking Fee" means the patient-paid platform booking fee charged by Alevian Health Ltd, where applicable, when a patient secures an appointment through Odenta.

"Clinical Fees" means the practice's own independent fees for examination, diagnosis, treatment, prescriptions, laboratory work, follow-up and any other clinical service.

"Pathway" means a referral or request route supported by Odenta and DAN, including Emergency, Hygiene, NHS Waiting List, Facial Aesthetics, Clear Aligners, Composite Bonding, Teeth Whitening and Specialist pathways.

"Services" means the treatments, consultation types, branded systems, specialist subtypes or clinical capabilities that the practice says it offers.

"Confirmed Booking" means the point at which the platform records a canonical confirmed appointment for the winning practice after any required payment or free confirmation step has completed.

4. Eligibility and Warranties

The practice warrants that it and its relevant clinicians:

1. hold all registrations, permissions and authorisations required to provide dental services in the United Kingdom;
2. maintain appropriate General Dental Council registration for dental professionals where applicable;
3. maintain Care Quality Commission registration or exemption where required by law;
4. maintain adequate professional indemnity, public liability and other appropriate insurance;

5. provide accurate practice, clinician, address, contact, service, pathway, fee, availability and opening-hours information;
6. comply with all applicable professional, clinical, consumer, advertising, safeguarding and data-protection obligations.

The practice must promptly update DAN where any registration, insurance, availability, service, pathway or operational information changes.

5. Practice Use of DAN

The practice must use DAN promptly and accurately to:

1. review eligible patient opportunities;
2. offer appointment slots only where the practice genuinely intends to hold that slot for the patient;
3. record calls, appointment offers, patient decisions, declines, cancellations, missed opportunities, booked-elsewhere outcomes and treatment outcomes;
4. keep capacity, opening hours, services, pathway participation and emergency settings current;
5. avoid recording misleading availability or clinical capability.

The practice must not use patient information from Odenta or DAN to bypass the platform, avoid applicable platform fees, misrepresent patient outcomes, or solicit patients in a way designed to defeat the commercial purpose of the platform.

6. No Guarantee of Volume

Alevian Health Ltd does not guarantee referral volumes, conversion rates, clinical revenue, patient attendance, patient suitability, treatment uptake or the availability of any particular pathway.

7. Patient Eligibility and Safeguarding

Odenta captures information to support routing and operational triage. It does not replace clinical assessment. The practice must make its own clinical decisions, including whether a patient is suitable for treatment, whether urgent or emergency escalation is required, and whether safeguarding action is necessary.

8. Clinical Responsibility

The practice is solely responsible for:

1. patient identity checks where clinically required;
2. medical history review and risk assessment;
3. consent, treatment planning and treatment alternatives;
4. prescriptions and medicines management;
5. radiographs, tests, referrals and onward care;
6. contemporaneous clinical records;
7. post-treatment advice and follow-up;
8. complaints and clinical disputes relating to its services.

Alevian Health Ltd may assist with platform records, routing history and communications, but does not decide or deliver clinical care.

9. Fees, Payment and Taxes

The Alevian Booking Fee is charged by Alevian Health Ltd where the platform requires a patient-paid fee to secure a qualifying appointment. It is separate from the practice's Clinical Fees.

Where a patient pays an Alevian Booking Fee for a confirmed booking and attends the confirmed appointment or an agreed replacement appointment, the practice must apply an equivalent booking-fee credit against the practice's consultation or appointment charge for that booking. The practice does not receive the Alevian Booking Fee and must not refund it directly. Refunds of the Alevian Booking Fee are handled only by Alevian Health Ltd through authorised processes. If the practice cancels or cannot provide the confirmed appointment, the practice must record the outcome accurately in DAN and cooperate with any refund review.

This booking-fee credit obligation applies only to appointments confirmed through Odenta where a patient paid an Alevian Booking Fee. The practice retains control of its own Clinical Fees, subject to this credit obligation for the relevant confirmed booking.

The practice must clearly explain its Clinical Fees to patients before providing chargeable treatment. The practice may not state or imply that the Alevian Booking Fee is the full treatment cost.

The practice does not pay Alevian Health Ltd a separate platform charge for the pathways listed in Schedule 1. The practice remains responsible for its own taxes, accounts and VAT treatment on its Clinical Fees.

10. Appointment Holds, Expiry and Outcomes

An offered appointment may be held until the platform expiry time. If the patient does not accept in time, the offer may expire and be recorded as "Offer not accepted". If the practice never offers before the response deadline, the outcome may be recorded as "Missed opportunity". If the patient expressly declines, the outcome may be recorded as "Patient declined". If another practice secures the canonical confirmed booking, losing offers may be recorded as "Booked elsewhere".

The practice may offer one rescheduled appointment at its discretion. If it does, the patient's existing Alevian Booking Fee and booking-fee credit carry over to the agreed replacement appointment, and no second Odenta fee is collected for that booking.

The practice must release appointment holds promptly once an offer expires, is declined, is withdrawn, or is booked elsewhere.

11. Refunds, Cancellations and Chargebacks

The Alevian Booking Fee is payable when a patient completes the paid booking process for a qualifying confirmed appointment through Odenta.

Refunds of the Alevian Booking Fee are handled only by Alevian Health Ltd through authorised processes. Eligibility for any exceptional refund is determined solely by Alevian Health Ltd in accordance with the applicable booking-fee policy and the patient's statutory rights.

Patient cancellation, non-attendance, late arrival where the patient cannot be seen, or a decision not to proceed does not make the practice responsible for refunding the Alevian Booking Fee. The practice must not refund, reimburse or otherwise compensate the patient for the Alevian Booking Fee unless Alevian Health Ltd expressly authorises this in writing. Any exceptional booking-fee refund request must be directed to Alevian Health Ltd.

Chargebacks, disputes, failed payments and payment reconciliation may require platform review and supporting evidence from the practice. The practice must cooperate reasonably with payment dispute investigation.

12. Complaints

The practice is responsible for complaints about clinical treatment, clinical advice, consent, professional standards, records and charges for Clinical Fees. Alevian Health Ltd is responsible for platform complaints about access, booking, payment processing, DAN functionality and Odenta communications. The parties will cooperate where a complaint involves both platform and clinical issues.

13. Data Protection

The parties will comply with UK GDPR, the Data Protection Act 2018 and applicable privacy laws. The parties acknowledge that the actual processing relationship may vary by activity:

1. Alevian Health Ltd acts as an independent controller for platform account management, routing, booking, payment, operational audit, safety monitoring and platform communications.
2. The practice acts as an independent controller for clinical assessment, treatment, clinical records, prescriptions, follow-up and clinical complaints.
3. Where either party processes personal data on behalf of the other, the parties will put suitable processor terms in place.

The practice must tell patients how it processes their personal data once it receives or creates clinical records. The practice must maintain appropriate security, access controls, confidentiality, breach reporting, retention procedures and data-subject request processes.

14. Confidentiality and Platform Use

Each party must keep confidential non-public commercial, technical, patient, practice and operational information received through the platform. The practice may use DAN only for legitimate practice participation and patient-care administration connected with Odenta referrals.

15. Intellectual Property

Alevian Health Ltd retains all intellectual property rights in Odenta, DAN, platform content, software, routing logic, dashboards, templates, documents and branding. The practice receives only a limited, revocable right to use DAN for approved participation.

16. Availability, Maintenance and Suspension

Alevian Health Ltd may maintain, improve, suspend or restrict the platform where reasonably required for security, safety, legal compliance, abuse prevention, non-payment, material breach, inaccurate practice information, patient risk or operational integrity.

17. Liability

Each party is responsible for losses caused by its own breach, negligence, fraud or unlawful conduct. Nothing in this agreement excludes or limits liability that cannot lawfully be excluded or limited, including liability for death or personal injury caused by negligence, fraud or fraudulent misrepresentation.

Subject to the mandatory carve-outs above, neither party is liable for indirect or consequential losses, loss of profit, loss of revenue, loss of goodwill or loss of anticipated savings arising from participation in the platform.

18. Termination

Either party may terminate participation on reasonable notice. Alevian Health Ltd may suspend or terminate immediately where necessary for patient safety, regulatory risk, security, material breach, misuse, fraud, repeated inaccurate availability, or non-compliance with professional obligations.

Termination does not affect accrued rights, payment records, accepted booking evidence, audit logs, confidentiality, data-protection duties, clinical responsibility, complaint handling, refund or dispute obligations, or any clauses intended to survive.

19. Amendments

Substantive changes to commercial terms, fee schedules, data-protection terms or practice obligations should be notified with reasonable advance notice and apply prospectively. Existing practices should not be treated as having accepted a new version unless the platform records evidence of acceptance or another legally valid acceptance mechanism is used.

20. General

This agreement is governed by the laws of England and Wales. The courts of England and Wales have exclusive jurisdiction.

This agreement contains the whole agreement for practice participation unless a signed order form or separate written agreement states otherwise. If any provision is invalid, the rest remains in force. Failure to enforce a right is not a waiver. The practice may not assign this agreement without Alevian Health Ltd's consent. No third party has rights under this agreement unless expressly stated.

Schedule 1: Fee Schedule

Patient pathway	Odenta booking fee	Credit applied by practice when patient attends
Emergency appointment	£30	£30
Hygiene appointment	£10	£10
NHS Waiting List	No booking fee	No credit applies
Facial aesthetics	£25	£25
Clear aligners	£50	£50
Composite bonding	£50	£50
Teeth whitening	£50	£50
Specialist services	£50	£50

The booking fee is paid by the patient to Alevian Health Ltd. The practice does not receive the booking fee and must not refund it.

The practice sets its own consultation and treatment fees independently. If the patient attends the confirmed appointment, the practice applies a credit equal to the booking fee against the consultation or appointment charge it ordinarily applies.

Where the practice agrees one replacement appointment, the existing credit carries over and no second Odenta booking fee is collected.

Patient cancellation, non-attendance, late arrival where the patient cannot be seen, or deciding not to proceed does not make the practice responsible for refunding the booking fee. The practice must not refund, reimburse or otherwise compensate the patient for the booking fee unless Alevian Health Ltd expressly authorises this in writing.

Any exceptional booking-fee refund request must be directed to Alevian Health Ltd.

Schedule 2: Prospective Versioning

New practice and clinician-location registrations are presented with this agreement version before joining. Existing approved practices are not automatically treated as having accepted version 2026.08.1 unless Alevian Health Ltd separately records acceptance or uses another legally valid acceptance mechanism.