

FREEDOM FROM PPOs

Decrease dependence on PPOs and increase patient experience and practice growth

SYNOPSIS:

Are you frustrated with the amount of money you write off each year due to PPO contracts? Have you ever wished you could be an “unrestricted provider?” Is it getting harder and harder to provide high-quality dental care for your patients, cover your overhead, and compensate both your team and you appropriately?

There IS a better way. Discover how to move away, either partially or fully, from the “preferred provider” lifestyle AND improve your patient experience and increase your profits—so everybody wins!



FORMAT:

Three Hour Lecture

AUDIENCE:

Dentists, office managers, administrators, dental assistants, dental hygienists.

LEARNING OBJECTIVES:

In this course, you will learn how to:

- **Analyze when you're ready to responsibly drop a plan.** Discover a step-by-step, 9- to 12-month protocol to become an out-of-network provider without sabotaging your profits or schedule.
- **Lead your team and patients through an easy transition:** Get your team on board with why you are making these changes and have conversations with patients about the upcoming change that keeps them in the practice.
- **Retain patients after the change:** Learn how to influence patients with financing options and get comfortable talking about money.
- **Remove insurance driven decisions:** Implement a shared system of communication to move patients towards scheduling for optimal care.
- **Attract patients who seek recommended services regardless of insurance:** Develop a marketing plan that moves your practice from insurance dependence to a schedule full of the dentistry you love to do.

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860-657-6693



susan@dentalcoaches.com