



RIDDA

REDUCING INSURANCE DEPENDENCE ACADEMY

Insurance Dependency

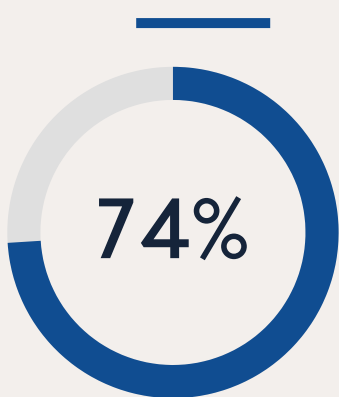
Looking at Both Sides of the Coin

The Doctor's Point of View

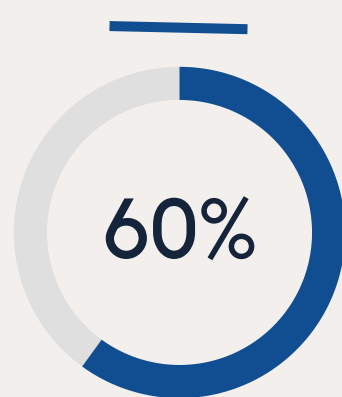
- According to the ADA, in 2017, the average solo dental overhead was at 74%.
- If dentists are paying 40% of their earnings to insurance while their overheads are at 70%, it costs them money to treat patients.
- Therefore, the hard work and effort put in by the dentist and team amounts to nothing.
- Practice profitability has been on the decline, a downward slope that can be attributed to increased participation in PPO plans.
- The time has come for dental practices to break the cycle of insurance dependency and emerge a thriving practice.



Average Solo Dental Overhead



Earnings Retained by Dentists



The Patient's Point of View

- Patient's are prone to an insurance dependent mindset.
- As such, they are exceptionally bound by the limitations set by dental insurance companies.
- An insurance dependent patient can prioritize insurance coverage over their health.
- However, this mindset needs to change as patients should put their needs and treatment options first.
- Being an out-of-network dental practice remedies this as it shows to the patient that the dentist and team puts the care and health of their patients first over insurance coverage.
- This can radically change and positively affect patients when it comes to their dental needs.

