

YOUR READINESS CHECKLIST

Assess your practice's ability to resign from PPO Plans.

Develop a Done-For-You Marketing Plan



- A Done-For-You Marketing Plan will consistently provide X number of patients each month.
- This plan can help you establish a steady flow of patients even as you are going out-of-network.

Strengthen the Relationship-Driven Component of Your Practice



- Work on building a relationship with your patients. This will encourage patients to choose your practice even if you become Fee-For-Service.

Add an In-Office Membership Plan



- An in-office membership plan can be instrumental in attracting patients that do not have dental insurance.

Train Your Team Members on Handling Important Phone-calls



- Your team members should know how to handle calls, especially when the caller asks "Do you take my insurance?"
- The manner in which these calls are handled can make the difference between losing or gaining a patient!

Do Verbal Skills Training For All Team Members



- All your team members should be prepared to tackle questions such as "How come you're not taking my insurance anymore?"
- Training is important so that all circumstances where the team member doesn't have an answer for those type of questions is avoided.

List 10 Reasons Why A Patient Should Choose Your Practice



- Write down 10 reasons why you think a patient should pick your practice.
- Extend this activity to your team members too.
- These 10 reasons will exemplify exactly why your practice should go out-of-network!

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