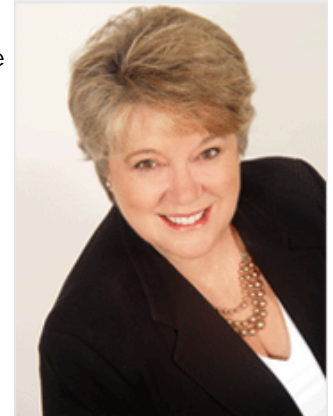


How Do You Know You're Ready to go Insurance Free? By Suzanne Black

The process of going insurance free is one that we teach in the Financial Supersession and includes coaching and verbal skills. We wrote the process about three years ago after some trial and error and a lot of input clients that have successfully made the transition. The most important factor is the teams comfort with the verbal skills which comes from a lot of practice. The practice is worth it!

You are ready to go insurance free if you meet the following criteria:

1. You have sufficient new patient flow (12—18) per month who are not insurance dependent.
2. Your total accounts receivable is less than one month's production.
3. The percentage of your patients who are on a PPO plan is less than one third. The percentage of your patients who have indemnity insurance is less than 50% of the total practice.
4. You have your patients pay their co-pay at the time of service and 90% of the patients are compliant. In addition you have successfully implemented having patients pay at the time of service for treatment equaling \$250 or less and receiving the insurance benefit personally.
5. You are doing more and more want-based dentistry.
6. You have a Dental Boot Kamp Certified Financial Arrangement Specialist on your team.
7. You have killed your approval addiction.



Suzanne Black
President

Timeline for Bye-Bye Insurance

1. Review your contract to determine the cancellation notification time. If it is more than 6 months, follow the process through word of mouth and handouts while people are in the office. If people choose to leave, send the letter in this packet with a copy of a handout echoing the first letter.
2. Have your Bye-Bye Insurance Team meeting. Practice the role-plays. Get excited!
3. Maintain enthusiasm. It gives you more strength to take your stand that you are worth a full fee!
4. Each morning in your huddle, identify the Insurance Patients so that the "best person" for that patient can address their concerns.
5. Give feedback to the financial coordinator at the end of the day for each patient. Document the feedback in the chart.
6. Keep statistics regarding departing and retained patients. Do this for 6 months.
7. Enjoy the freedom!

If you would like help with this process – please give us a call! We would love to help!

With a Masters Degree in communication, Suzanne began her career helping build one of the largest personal development training company's in the world and later became a protégé of the late Walter Hailey. Today, as President and CEO of The Coaching Center (sponsor of the "original and legendary" Dental Boot Kamp), Suzanne has over 20 years experience consulting and training over 300 different businesses and leads the most qualified case acceptance team in dentistry. Having successfully dealt with every challenge imaginable in the dental office, Suzanne speaks around the country on topics such as Leadership, Case Presentation and Stopping Cancellations and is a keynote speaker at Dental Meetings and Conventions. Her on-stage style, humorous anecdotes and ability to always deliver a relevant and personal message makes her a winning, engaging and unforgettable seminar leader. Suzanne is of the main faculty for the Dental Boot Kamp Continuum, which has proudly been delivered across the United States and Canada for the last 20 years, graduating over 35,000 dental professionals. Suzanne can be reached at suzanne@thecoachingcenter.net

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