



LESS INSURANCE DEPENDENCE
iLoveDentistry

3 Tips to Successfully Overcome Team Resistance to Dropping PPO's



Here's an overview of the 3 Tips you can use to successfully overcome team resistance to dropping PPO's in your practice!

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TIP #1

Share the Economic Impact of Being a Contracted Provider With Your Team Members

It's important to share the economic impacts of being in-network with your team members in ways that they can understand.

Explain to the team how much it would cost them each time they see a PPO patient. This way, the team member will understand what they need to do to help you in successfully navigating through dropping PPO Plans at your practice. Your team cannot help you get **"there"** if they don't know **"where"** **there** is.

TIP #2

Benefit Statement

Talk to your team members about the benefits to them (What's In It for them) by you going out of network. Explain to them the 3 main categories of the "benefit" statement.

- I. The economic benefit for the team.
When the practice is more successful, you are able to invest more in your team.
- II. Being able to achieve a great work-life balance!
Just like the dentist, the team members feel like they are a "hamster on a wheel" as well! This will change as you go out of network.
- III. How you could end up with more appreciative patients!
Instead of having patients who are concerned about, "Is it covered by my Insurance?", you will have patients who appreciate you & your team for what they do to take care of them!

TIP #3

Train Your Team Members to Communicate Confidently with Your patients

It's important to train your team members on how to communicate with patients confidently regarding being out of network.

Once you go through the first 2 tips, team members are going to be getting on board but if they are not comfortable or aware of what & how to communicate with patients, they wouldn't be able to communicate confidently with patients. So train your team members properly.



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