



LESS INSURANCE DEPENDENCE

iLoveDentistry

# 5 Biggest Reasons Why Dentists Don't Resign From PPO Plans



**Here's an overview of the 5 Biggest Reasons Why Dentists Don't Resign From PPO Plans!**

[www.lessinsurancedependence.com](http://www.lessinsurancedependence.com)

## Reason #1

### **The Dentist doesn't actually know the financial impact of being in-network**

The one metric dental insurance companies don't want you to know is the insurance write-off adjustments that you incur by being in-network with dental insurance companies.

The reason why dentists don't know about their insurance write-off adjustments is that 9 out of 10 dentists enter their contracted fees into their practice management software system instead of their UCR fees.

Listen to this Thriving Dentist episode to learn more about the write off calculator and to use the calculator to actually find your actual insurance write-off adjustments - <https://www.thrivingdentist.com/the-one-metric-you-must-know-if-you-are-a-ppo-practice/>

## Reason #2

### **The Dentist doesn't know how to market to those without insurance**

One of the most effective ways to market to patients who don't have dental insurance is to have a proper done-for-you digital marketing plan in place.

In Gary's practice, Life Smiles Dental Care, they use Ekwa marketing as their marketing agency, it's the best marketing return on investment Gary has ever gotten in his 13 years of ownership in LifeSmiles. They attract 80+ quality new patients per month where every one of them chooses them for reasons other than being on their insurance plan.

If Life Smiles, is a fully fee-for-service practice can consistently attract insurance-free patients every month, so can you!

Just follow Gary's lead! You can start by scheduling a free marketing strategy meeting (worth \$900/-) with Ekwa's Marketing Director, Lila Stone, and learn more about how a Done-For-You Digital Marketing Plan can help you market to ideal patients who do not have insurance to your dental practice & help you on your path to reducing insurance dependence!



Here is the link to schedule your meeting:

<https://www.lessinsurancedependence.com/marketing-strategy-meeting/>

### **Reason #3**

## **The Dentist doesn't have any role models to inspire them**

We would like to invite all our listeners to let Gary be your role model.

Every day you will feel like you are surrounded by someone who really knows what he's doing, has done it before, and is well versed in the business side of dentistry to inspire you in your journey as well as being supported by a huge community of likeminded individuals who truly live & breathe the concept of "Dentistry Rocks!"

If it's been done before then must be possible.

In addition, you may also draw inspiration from the below three young dentists who Gary has interviewed on the Thriving Dentist Show. You will find immense value in listening to their stories & learn from their wisdom & experiences as they worked towards successfully creating their own fee-for-service practices from scratch in a highly competitive area.

1. Dr. Parker & his journey in opening a brand new practice from scratch right after graduating Dental School! So many lessons to learn from even if you've owned a practice for many years by now!

<https://www.thrivingdentist.com/how-i-successfully-opened-a-practice-from-scratch-in-southern-california-with-lincoln-parker-dmd/>

2. Learn how Dr. Baliwas attracted over 1000 new patients to his practice in less than 3 years using Instagram & how he is able to successfully thrive as an insurance-free practice in a highly competitive area!

<https://www.thrivingdentist.com/how-i-attracted-1000-new-patients-in-less-than-3-years-using-instagram-with-dr-brian-baliwas/>

3. The power of truly "loving what you do" is amazing! Dr. Peyman Raissi shared his story on how he decided to open a practice in a highly competitive area & still managed to collect over \$2.65 Million in the first 2 years!



<https://www.thrivingdentist.com/loving-what-you-do-is-the-secret-to-insane-success-with-dr-peyman-raissi/>

#### **Reason #4**

### **Lack of support from team members**

Here's what you should do on this point, start talking to your team members about what's in it for them as you work on your practice to resign from PPO Plans. This does not mean it should be a one bullet point conversation but multiple bullet points so that your team members can support you on this too.

Listen to this past episode for more details on how to speak to your team members about resigning from PPO Plans:

<https://www.lessinsurancedependence.com/the-team-point-of-view-when-you-are-an-insurance-dependent-practice/>

#### **Reason #5**

### **Dentists feel like it can't be done in their city or town**

In Gary's 40+ years of coaching 2,200 dental practices, he has been successful in helping dental practice go out of network in every type of location environment.

You can begin by identifying asking yourself; "How many patients do I need to have a great practice?"

In a typical practice, ideally somewhere between 1,500 & 2,000 active "insurance-free" patients will make a thriving practice.

You can find these patients in every type of location.

Patients who don't have insurance will never ask you;

- i. Are you in-network?
- ii. Is this treatment covered in my insurance?



The three main categories of people you can find who don't have insurance would be,

- i. Retirees
- ii. Millennials
- iii. Gig economy workers

And these groups are expanding and can be found in every type of location.

