



LESS INSURANCE DEPENDENCE
iLoveDentistry

How to Respond to the Dreaded Question;
**"IS THIS COVERED BY
MY INSURANCE?"**



**After successfully resigning from PPO plans,
this is an effective way to communicate with
your patients' to ensure that they remain loyal to**

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Imagine that you have successfully resigned from PPO Plans & when they ask that dreaded question, you have a conversation with a patient that goes like this;

Dentist:

“You know Naren Unfortunately, your dental insurance company doesn’t care about your health. In fact, their ultimate goal is to have you never visit the dentist. Because Naren if you never visit the dentist. Guess what? They never have to pay claims. So their ultimate goal is to have you never visit the dentist.

They don’t care one bit about your health. As you know Naren, I care deeply about your health, and my team cares deeply about your health. So my ultimate answer to that (question) is, unfortunately, your insurance company doesn’t care about your health, and as a result of that, they aren’t going to provide any benefits for the care that I’ve recommended. I’d like to switch this conversation here Naren, into why this treatment is beneficial to you..”



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