



6 STEPS TO SUCCESSFULLY RESIGN FROM PPO PLANS

**Guide to help you successfully
resign from PPO plans correctly!**

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There's a groundswell movement of dentists that are preparing and doing everything they possibly can to go out-of-network! This occurred during the COVID-19 pandemic. As a result, dentists got an opportunity to spend more time thinking, and many concluded that they didn't want their future to be the same as their past; to write off 42-44% of as insurance adjustments. Going out of network is more of an art form than a science. Here are the six steps to successfully resign from PPO plans!

Step #1 - Know your data

The number one step is to know your practice data to obtain helpful information to make correct decisions in your practice.



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Below are the two data points you should know;

1. Find out what percentage of your fees you are writing off due to your PPO contracted fees

If you want a detailed report of your insurance adjustments, you can use the PPO write-off calculator:

<https://www.lessinsurancedependence.com/ppo-calculator/>

2. Create an excel sheet with three columns and enter the below;

- Name every PPO plan you have contracted with.
- The number of active patients in each plan.
- How much advance notice are you required to give your PPO plan before you can go out-of-network?



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Step #2 - Master digital marketing

There's no need to sugarcoat it, but you will lose some patients when you go out-of-network. Once you drop PPO plans, the goal is to keep 85-90% of your existing patients, and you will only lose 10-15% of your patients. So we must proactively replace the 10-15% of patients we will be losing and proactively replace the flow of patients who will no longer come through the PPO plan. Digital marketing is a cost-effective method to serve this purpose; it's a science that allows us to be proactive.



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Step #3 - Create an in-office membership plan

This step is more of a tactical step; it allows you to provide benefits to your practice patients & generate loyal patients!

Here'sHere's an example of how you can set up an in-office plan:

Come up with an annual fee that covers two hygiene appointments, x-rays, and exams.

You could charge \$ 297 or \$ 299 for this.

We did the research, and we tested different discount percentages. It should not be too low that'll cause you to lose a lot, but it should also be high enough to attract people; the sweet spot is 10%. This discount percentage is so much better than losing 42-44% to insurance companies.



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Your patients benefit from an in-office membership plan as there is no annual limit or limitations regarding the procedures.

You cannot call your in-office membership plan as an in-office insurance plan. Then you will be obligated to follow all the insurance regulations.

(We call ours TLC plan-Tender Loving Care plan.)

You can call yours; VIP Smile program, VIP smile saving plan. You can call it many different things, NOT an in-office insurance plan.

Remember! More people don't have insurance than people who have insurance, so you can make a difference in their lives by offering an in-office membership plan!



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#4 - Get your team 100% on board!

Patients don't discriminate whom they ask questions from. Your team should be 100% prepared to answer FAQs".

Team members should let patients know that we remain insurance friendly; they can still use their benefits in your practice; we will still file their claims forms, submit all the required documents, and follow up with the insurance companies to get them to do what they are supposed to do!

Team member resistance: the vast majority of team members are amazing people.

However, some don't have experience in working in an insurance-free practice. Talk to them and explain what's in it for them. For example, you can explain the economic benefits, not spending so much time fighting with insurance companies, working hard, and not getting a satisfactory outcome.



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#5 - Elevate the relationship-driven element of your practice

You can do this by truly connecting with your patients. They should feel like they can know and trust your practice.

A quick way to do this: Store your patient details somewhere - hobbies, spouses' names, kids' names, pet names, college details, etc.

Come into your office 15 mins before your morning huddle and then go through the notes. Then you know your patients before meeting them.

If you can't do this, send out 4-5 thank you notes, your team could write these notes, and you can sign them, and your patients will get them after they visit your office.



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#6 - Add high-value services

There's no blueprint for adding high-value services to your practice. However, you can think and do what interests you to make your work more enjoyable.

You can select from a range of procedures such as dental implants, adult orthodontics, complex restorative dentistry, oral conscious sedation, diagnosing & treating sleep apnea, etc.

Remember, people pay for what they want before they pay for what they need. And that's why this step is included here!



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Detailed Episodes You will Find Helpful.



Step #1 to Successfully Resign from PPO Plans



Step #2 to Successfully Resign from PPO Plans



Step #3 to Successfully Resign from PPO Plans



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Step #5 to Successfully Resign from PPO Plans



Step #6 to Successfully Resign from PPO Plans



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