

How to Build Predictable Revenue With a Dental Membership Plan

Do you want to grow your dental practice and build stronger relationships with your patients? A dental membership plan might be just what you need.

Unlike traditional insurance, a dental membership plan is exclusive to your practice. Patients pay a set fee monthly, quarterly or annually for a bundle of services like exams, cleanings and X rays. A dental membership plan means no insurance paperwork, no approval hoops to jump through, and no employer involvement. Patients can walk in, sign up, pay, and start using it right away.

Some patients delay treatment because they don't have insurance. A membership plan helps remove that barrier. It also helps them feel more involved in their own care, because once they've paid, they're more likely to follow through on their appointments

For your practice, a membership plan provides predictable revenue, reduces reliance on insurance companies, and fosters patient loyalty. You set the prices, decide what services are included, and when and how the payments are made.

Plans can also help increase acceptance rates for additional services like cosmetic or restorative work, because patients know they're getting a deal through their membership.

To implement a plan, start by designing it. Determine pricing, payment frequency and which services are included. Then educate your staff and promote the plan through your website and in office materials. You may want to consider offering a discount for patients who pay up front or in cash. You can also opt to include a one-time enrollment fee to help cover your administrative costs,

You'll need to set up a system to track the memberships, monitor renewals, manage payments, and decide whether to handle administration in-house or to outsource it. Consulting with a professional can help you design a plan that fits your practice and complies with regulations.

A dental membership plan is a great way to bring in new patients, give them more value and keep your revenue flowing more steadily, all while giving your practice more flexibility and control.

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