

# CAMBRIDGE

DENTAL PRACTICE CONSULTANTS



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## END OF YEAR "USE IT OR LOSE IT" INSURANCE LETTER/POSTCARD

Letter: Send on stationary starting in October that aligns with the month's themes/holidays: Halloween (Fall), Thanksgiving and the Christmas holiday season.



Dear (insert patient's name),

Gentle Dental provides our patients with the best care possible, and an important part of this process is informing patients of their dental needs. Many individuals who are paying for dental insurance do not realize that their plans provide coverage up to a certain dollar amount annually.

Consequently, some patients are not scheduling for dental treatment they need, deserve, and have insurance to cover. Unfortunately, numerous patients do not realize insurance benefits for each year cannot be carried over to the next year. The bottom line, what the patient does not use they lose.

Please contact our office to discuss your current pending treatment plan and our staff will be happy to discuss your dental benefits at that time. For further information on our services and location please visit our website at [www.gentledental.com](http://www.gentledental.com)

If you choose to have these services performed before the end of this year, please mention that you received this letter and we will give you an additional 10% off your estimated patient portion.

Yours truly, (insert doctor's name)

Postcards:



Create your own postcards or purchase from a company such as (like the one above) from [smartpractice.com](http://smartpractice.com).

Important:

a. Some dentists do not agree with giving discounts which is totally understandable. If that is the case edit the letter to your liking but keep in mind that “Discount Dentistry” is very different than offering targeted discounts to accomplish a specific goal.

Certain discounts can be destructive if not used with proper judgement. There is always a danger of having people focus on price instead of the value of your services.

The key is have a good reason to offer the discount to accomplish a specific targeted need for your practice.

b. If you offer a discount/credit, still submit your agreed upon fee to the insurance company. Deduct the credit from the patient's portion. Include a note on how much and why you discounted the co-pay when submitting. If you have any concerns or questions, check with your providers.

Note: You cannot give credits to Medicaid or Medicare patients due to Federal regulations.