



# **The Dental Insurance CURE**

**Never Be At the Mercy of  
Discount Dentistry Again**

## **Build Your Dental Insurance ESCAPE Plan**

We have to get patients to stand up for their health and to take responsibility for their care

Your perspective about insurance is going to dictate the way patients understand you

The goal of every insurance company on Earth is *one very simple thing*- make a profit

Insurance decides that all patients receive the same care *no matter what the mouth looks like*

## **Three Reasons YOU Have All the Control**

#1- You have an intimate relationship with your patients

#2- We have *and will remain* unregulated by the government

#3- There's MORE OF US than them... We have to stick *together*

## **Let's Dive In...**

**Why do patients default to insurance?**

*They simply don't know any better...*

**Patients have the idea that *somebody else* is responsible for their care**

*That somebody else is insurance*

**We have to take control**

## **What the BEST do...**

### **1. Make it about MORE than insurance...**

*Insurance should become the afterthought*

### **2. Disconnect insurance from their goals**

*Insurance must become independent from their health*

### **3. Arm yourself with appropriate information**

*Always begin with the end in mind.*

# **Why Does Insurance Get in Our Way?**

The team has to answer questions and overcome insurance objections *every day*

## **5 Reasons**

#1- It's Easy to Talk About

#2- We're Busy

#3- We Let the Patient Control

#4- We Haven't Had the Training

#5- It's Become a Habit

***But there is a cure...***

Commit

Decide

Re-Program

Have a System to Offset it

## **What the BEST DON'T Do...**

### **DON'T Play Defense Instead of Offense**

*- You must turn the question around- How important is your health to you?*

*- Tell the truth*

### **DON'T Let Objections Derail You**

*- Regain control of the patient*

### **DON'T Let Yourself Answer Bashfully**

*Remind them-*

*Their Goals*

*Your Purpose*

*Practice Mission*

## Keys to Success

Use this page to document practice philosophy and protocol as it relates to insurance and the patient experience.

**1. How will you disconnect it entirely from the diagnosis:**

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**2. How will you set proper expectations and have integrity in the follow-through:**

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**3. Don't bring it up unless it's brought up and then how will you *obliterate* it:**

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## **4 Ways to Overcome Patient Objections**

### **#1- Explain how insurance works:**

*Script your response below.*

### **#2- Explain the point of insurance:**

*Designed to maintain health, not get you healthy*

### **#3- Transfer responsibility to the patient:**

*The only people who have no responsibility is the insurance company*

### **#4- Make the patient decide:**

*Who do they want to make decisions about their health?*

## **Strategy Number One**

### **Elimination- Become Fee for Service:**

1. Insurance Matrix

2. One patient at a time

3. Everyone on the same page on the transition strategy

## **Strategy Number Two**

### **Maximization**

1. Control Information

2. Educate and Diagnose

3. Treatment Presentation Mastery

## **Strategy Number Three**

### **Lead Generation**

1. Screening and Scheduling

2. Patient Flow Internally

3. Decision on Each Insurance Variable

# **Your Own Insurance Cure: Step 1**

## **You Must Take Control:**

Structure your visit below to control the conversation

*Pre-Appointment/Phone Call:*

*Welcome/Check-In:*

*During the Visit:*

*End of Visit/Scheduling Treatment:*

## **Your Own Insurance Cure: Step 2**

### **You Must Have a Strategy**

Which will you choose, and how will you implement?

*Elimination*

*Maximization*

*Lead Generation*

Do not risk destruction of the production flow in your practice

## **Your Own Insurance Cure: Step 3**

**You Must NOT Straddle the Fence**  
Choose your strategy and stick with it

# **Your Own Insurance Cure: Step 4**

## **You Must Empower Your Team**

Step Up...

Stand Strong...

Be a Leader

## **Your Own Insurance Cure: Step 5**

### **You Must Have a PLAN**

Never play defense again when asked about insurance

Use the scripts we give you- edit and massage them to match your practice philosophies

Train the team to use these scripts and roleplay to be on the offensive

**Be sure to complete the included Insurance  
Escape Plan Cheat Sheet!**