



## DENTAL SAVINGS PLANS: WHAT YOU NEED TO KNOW BEFORE YOU JOIN

Implementing a new system in your practice and taking the necessary steps to move the practice forward is important for practice growth; however it is not a decision to be made lightly. Before choosing which in-house dental savings plan is right for your practice, make sure it is also right for you. Ask yourself the following questions before committing to a program:

### Customization

An in-house dental savings plan can be an avenue for increasing practice revenue, but the payment schedules can vary between programs. Would you prefer to customize your own plan, or do you want to follow the rules of another vendor?

With Quality Dental Plan (QDP), dentists choose how they prefer to charge their patients: a one-time annual charge, or to collect monthly payments. However, with other in-house plans, customization is limited. Monthly payments are required, with no pay in full option.

### Costs

Dental savings plans offer dentists freedom from the hassles associated with doing business with insurance companies, but not all plans operate the same. When it comes to your costs, would you prefer a simple up-front flat fee, or would you rather pay monthly management fees and royalties that increase as you sign up more members?

With QDP, you have the option to pay in the way that best suits the needs of your practice. You can keep 100% of the fees you collect and pay only a fixed annual fee, or pay nothing up front and choose to share a small portion of revenue. There are no hidden fees or exorbitant rates, and our monthly fees actually decrease the longer you are a member.

It's not so easy with other plans. One collects a 9.5% management fee PLUS 4.5% collection fee PLUS \$0.85 royalty fee...per patient! For an average practice with 300 patients and a membership fee of \$300, that means you're paying other plans almost \$13,000 in fees per year. Another charges even higher fees - 18% - which would bring their portion of the take from the same practice to over \$16,000 per year. That's money you could keep in your own pocket!

### Case Study

- New client in Washington state
- Has been using QDP for 6 months
- Already has 121 new QDP members to the practice
- \$300 x 121 patients = \$36,300 of in-house plan revenue with 100% collections!

*And remember — QDP's program includes live customer service, comprehensive online team training and a full complement of customizable marketing materials.*

		QDP costs	Competitor's Costs
Year 1	121 patients	\$5,833	\$6,534
Year 2	200 patients	\$3,588	\$10,800
Year 3	300 patients	\$3,588	\$16,200
Year 4	400 patients	\$3,588	\$21,600

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### **Exclusivity**

Offering patients the option of a dental savings plan is a terrific marketing tool, but its impact is greatly limited if every other dentist in the area is offering the same thing. Some plans offer geographic exclusivity while others do not. Do you want to give your practice an edge over the competition?

Quality Dental Plan offers its member dentists geographic exclusivity. With QDP, you can feel confident that you are offering your patients something they cannot get at any other practice in the area, providing you with a strong marketing opportunity to your patients and other members of your community. In contrast, other in-house plans offer no geographic exclusivity of any kind, so the practice across the street from yours could theoretically offer the “same plan” to patients for less.

### **Marketing Support**

An important part of running an efficient dental practice is having a marketing strategy in place and functioning at full capacity. Would you be interested in a dental savings program that also provides you with a full suite of customizable marketing materials, at no additional cost?

QDP members are given access to a full host of high-quality QDP patient marketing templates that can be customized for the practice, including but not limited to: print advertising, online and social media advertising, television and radio ads, on-hold messaging, posters and postcards. We even have a full-time public relations team that promotes QDP in the news media nationwide and in your local area. No other dental savings plan today offers this kind of marketing resource.

### **Ongoing Training**

Whenever a new system is implemented into the practice, there are bound to be questions that arise. What type of support are you looking for – a complete course during implementation, including marketing and verbal skills training, along with ongoing online and telephone support? Or will a brief orientation suffice?

With QDP, new members have unlimited access to personalized training that far surpasses any other program. QDP assists with start-up from the very beginning, offering not only implementation support but marketing and verbal skills training for the doctor and team as well as ongoing online learning. New member dentists are provided with written materials with easy to follow checklists as well as handouts from the experts so that you are aware of all of the ins and outs of creating a successful savings plan for your practice. Other plans offer no more than a 20-minute initial telephone orientation or a rudimentary telephone help line.

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### **New Opportunities**

Offering a dental savings plan to your patients is a proven way of increasing patient referrals. Is your goal to simply gain more word of mouth traction, or would you like to have a genuine system for not only growing your practice, but improving the overall health of your entire community?

Local businesses are in dire need of a more cost-effective method of providing dental health benefits to their employees. With QDP, dentists have access to business outreach training along with specific business marketing materials. This provides member dentists with the opportunity to reach out to local business owners and offer them a more beneficial plan for their employees, at a lower cost than traditional insurance, giving dentists the chance to provide care to an even greater number of patients. None of the competition can say the same.

### **Experience**

Founded in 2009, QDP has been in the dental savings plan industry longer than any company in business today. Would you rather place your faith in a company that has over five years of proven experience or a company that was only founded in 2014?

QDP has been in the dental savings plan industry longer than any company in business, and today there are hundreds of QDP member dentists spread across the USA. We know what works and what doesn't.

### **By A Dentist, For Dentists**

The dental industry is a very specific industry, and unlike any other out there. Only fellow dentists can truly understand the stresses of practicing dentistry while operating a successful practice. Likewise, only fellow dentists understand the unique relationships dentists forge with their patients over the long term. QDP was founded by a dentist, for dentists and remains a privately held company. Would you rather be in business with someone who understands where you're coming from because they've been there too, or are you comfortable partnering with a venture capital-backed corporation?

Choosing to offer an in-house dental savings plan can yield lasting positive results on your practice. Taking the time to conduct thorough research into all of your options helps ensure you choose the right plan for your practice — and your patients.

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