

# Dental Savings Plan Case Study

“Dental Savings Plans increased our case acceptance by 40%”

Dr. Lee Welky, D.M.D. | Estero, Florida

## How Dental Savings Plans helped save our practice

### About the practice

Dr. Lee Welky, D.M.D., and his staff have been dedicated to excellence, personalized service, and each patient's smile since 2000.

Dr. Lee Welky graduated from Brown University, and from Tufts School of Dental Medicine. He is currently a member of the American Dental Association and the Florida Dental Association. On the forefront of modern technology, his practice uses wireless chart-less systems and digital Panorex imaging. They offer Dental Savings Plans to their patients to help them complete the treatments they need, at a price they can afford.

### Dr. Lee Welky's practice results for Dental Savings Plan patients



Gained more than  
**20 new patients**  
from their listing on DentalPlans.com



“Since a lot of patients are self-pay or their Insurance doesn't have enough benefits, offering Dental Savings Plans to our patients increases our treatment plan acceptance rates in our practice by 40%.”

- Lucy Pernas, Office Manager, Dr. Lee Welky's Practice



## Introduction

DentalPlans.com, a Henry Schein One Company, works directly with more than 25 dental plan networks to offer affordable insurance alternatives to budget-conscious patients.

Over 140,000 dentists nationwide accept dental savings plans. Chances are, if your practice takes a PPO plan, you are one of them. From national to regional plans, we work with the most trusted brands in the industry. We have been in business since 1999, and since, have helped more than 1 million people afford the care they need.



## The Problem

**77 million adults in the US do not have dental insurance, with 65% postponing dental care due to cost<sup>1</sup>.**

Your practice is likely seeing more uninsured and price-sensitive patients than ever before. Research shows that uninsured patients visit the dentist three-times less frequently than patients with insurance, and they accept less than 50% of recommended treatment.

## The Solution

**You can offer dental savings plans. They provide your patients, who don't have coverage, with a way to receive the treatment that they may otherwise delay or skip due to cost.**

These plans work like a Costco membership - patients join a plan and then have access to the contracted rates and pay you directly at the time of service. There's no health restrictions or annual limits to navigate, and most plans activate in 1-3 business days. Many even have emergency, same-day activation.

<sup>1</sup>: The State of Oral Health Equity in America study, CareQuest Institute for Oral Health, <https://www.carequest.org>, accessed on 6/23.

# How DentalPlans.com can help your practice

Here's a few benefits of working with us...

**Reach new patients** by becoming a top listed provider in our online search. We get more than a 750k monthly web visitors looking for plans and providers, like you.

**Retain existing patients** by presenting a dental savings plan alongside a treatment plan.

**Reactivate dormant patients** by using our free marketing materials. These include brochures, email templates and more that help motivate inactive patients to return.

Offering Dental Savings Plans is a free and effective way to increase treatment case acceptance rates. When you work with DentalPlans.com, you have all the tools and support you need to use this program to retain, reactive and reach new patients. A win-win for your practice and your patients.

Call or email now to start increasing your treatment case acceptance rates.

Call: 1-855-809-0438

Email: [PMP@DentalPlans.com](mailto:PMP@DentalPlans.com)

### Patient testimonial

"My costs are minimal compared to annual insurance premium. My dentist likes dental savings plans because her staff does not need to hassle with insurance companies who love to say 'we did not receive forms... Resubmit.'" - Janice M.

**:DentalPlans.com**