



# Maximizing Dental Practice Success: Innovative Strategies for Case Acceptance

Brought to you by

**AcceptCare**<sup>™</sup>

# Abstract

In the contemporary landscape of dental practice management, achieving higher case acceptance rates is essential for financial success and patient care.

Unfortunately, many dental practices face significant hurdles in this regard. This white paper explores the challenges associated with case acceptance and presents five innovative strategies, backed by [AcceptCare](#), a proven fee presentation and payment solution.

This revolutionary software solution has demonstrated the ability to double case acceptance rates for some practices within just two months. By streamlining financial conversations, providing comprehensive payment choices, simplifying financing, automating pending treatment reminders, and accurately measuring crucial data, dental practices see increased case acceptance rates and financial well-being.

# Introduction

In today's rapidly evolving world of dental practice management, success requires a multifaceted approach that caters to the unique needs, comfort, and economic concerns of patients.

One of the critical aspects of this success is case acceptance, which often faces significant challenges. Research indicates that only 35% of recommended dental treatments are approved by patients, primarily due to financial constraints. This white paper delves into the barriers hindering case acceptance and proposes five innovative strategies proven to double case acceptance rates in just two months.

**Only 35%** of recommended dental treatments are approved by patients, primarily due to financial constraints.

# Understanding the Challenge

Before exploring the innovative strategies, it's important to grasp the magnitude of the challenge at hand.

## Patients today:

- 1 **Expect to have a choice** when paying for anything nowadays, including dental care
- 2 **Want multiple payment options** including short and long term plans
- 3 **Rank affordability as a key driver** for accepting dental treatment plans
- 4 **Want the freedom to review their treatment plan** and payment options and decide if it's right for them

That may sound like a lot to ask of your practice but these are common attributes in today's marketplace. The more dental practices can provide these "open choice" payment options, the more they'll see an increase in case acceptance and patient satisfaction.

When implemented properly and consistently, [AcceptCare](#) has proven to address all of the above challenges and more. This paper will reveal how dental practices can achieve remarkable success by implementing these groundbreaking strategies and revolutionary dental technology.

# 1

## Streamlining Fee Conversations

**Financial considerations often lie at the heart of low case acceptance rates, closely linked to how payment options are presented.**

Traditional financial discussions tend to focus solely on cost, which can make patients uncomfortable and lead to treatment rejection. The typical approach involves presenting fees using a printed report from the practice management software, which can then branch into multiple lender platforms based on the patient's patience and loan approval.

However, this convoluted process is confusing and provides ample opportunities for patients to decline treatment. The key to simplifying these discussions lies in presenting every patient with every available payment option in one centralized location. **An innovative digital fee presentation and payment solution can revolutionize this aspect of case acceptance, offering a clear and comprehensive path to affordability.**

## 2

## Providing Comprehensive Payment Choices

**In today's consumer landscape, payment options are an expectation, whether shopping for electronics, ordering from Amazon, or paying utility bills.**

Many dental practices assume that presenting monthly payment options upfront may dissuade patients from choosing to pay in full. However, recent data suggests the opposite; **showing both monthly payment options and pay-in-full increases the likelihood of a sale by more than 20%-30% and boosts the average transaction value by over 50%.**

The second step in maximizing case acceptance is presenting all available options from a single device, empowering patients to choose their preferred payment method. This open-choice approach has been proven to yield more 'Yes' responses and foster greater acceptance of comprehensive treatment plans.

### Fact

Payment Options Offered:

Monthly  
+  
Pay-in-full



Likelihood of Sale:

>30%

Avg. Transaction Value

>50%

### 3 Simplifying Financing

**Discussing financing options with patients can be a source of frustration and embarrassment.**

Practices often rely on a single lender with low approval rates and low patient satisfaction (healthcare credit cards) or high approvals that cover only a fraction of the treatment cost. Recognizing the limitations of a single lender, **most practices engage with an average of 2.5 lenders to accommodate varying credit profiles.**

However, navigating this complex web of financing options can be daunting. The solution is straightforward: a unified application that connects to a multi-lender network, instantly providing guaranteed loan offers, regardless of the patient's credit score. This approach allows patients to choose from multiple offers, ensuring that they find a financing solution that aligns with their budget. If traditional lenders fail to approve the patient or cover the entire treatment cost, Compassionate Finance, a leading in-house financing company, steps in to provide offers for the full or partial amount needed for comprehensive care approval.

## 4

# Automating Pending Treatment Reminders

**A common challenge faced by dental practices is ensuring that patients who leave without accepting treatment plans or loan applications are effectively reminded of their pending decisions.**

This requires a consistent, automated process that engages patients after they leave the office. Failures typically occur when the team is unable or unwilling to follow up adequately or when, as expected, patients just forget about the treatment plan they were presented.

It's proven that automating pending treatment follow-ups lead to better conversion rates. Professionally designed multichannel outreach cadences reach patients where they are, primarily on their mobile devices, ensuring consistent communication. Patients receive text and email reminders for up to 90 days after their visit, complete with a link to view, accept, and pay or finance their treatment plan from the comfort of their homes. **In fact, statistics reveal that 32% of patients approve treatment 7 to 30 days after leaving the office, underscoring the importance of continued engagement.**

## Testimonial

"I'm really impressed with the follow-up that AcceptCare does and the ability to automate important tasks. Automating the follow-up and letting the patients have opportunities to respond, I wish we'd had it 20 years ago."

*Dr. Bruce Baird*





## 5

## Accurately Measuring Case Acceptance Rates

**One significant challenge that many dental practices face is an inaccurate or ineffective tracking of case acceptance rates.**

Inconsistent data entry across multiple practice locations, as well as the acceptance of partial or limited treatments can skew the overall picture. Accurate measurement of case acceptance is vital to track progress and identify areas for improvement. To achieve this, modern technology that seamlessly integrates with practice management software is indispensable.

Contemporary software solutions offer robust reporting and analytics features, simplifying the tracking of essential case acceptance metrics. With an easy-to-read dashboard that provides insights into trends and patterns, practices can identify strengths and areas that require attention. This data-driven approach facilitates the development of targeted strategies to enhance case acceptance rates effectively.

Introducing



The first and only fee presentation and payment solution, proven to maximize case acceptance.

AcceptCare is pioneering the way patients pay for and accept dental care. It stands as a testament to innovation in dental practice management. With a proven track record of doubling case acceptance rates within just two months, AcceptCare empowers dental practices to overcome financial barriers and streamline the treatment approval process.

As a dental practitioner, it's crucial to equip your practice with the tools and strategies necessary to achieve optimal case acceptance. By embracing innovative solutions like AcceptCare, you can pave the way to more "Yes" responses, ensuring the financial success of your practice and the well-being of your patients for years to come.

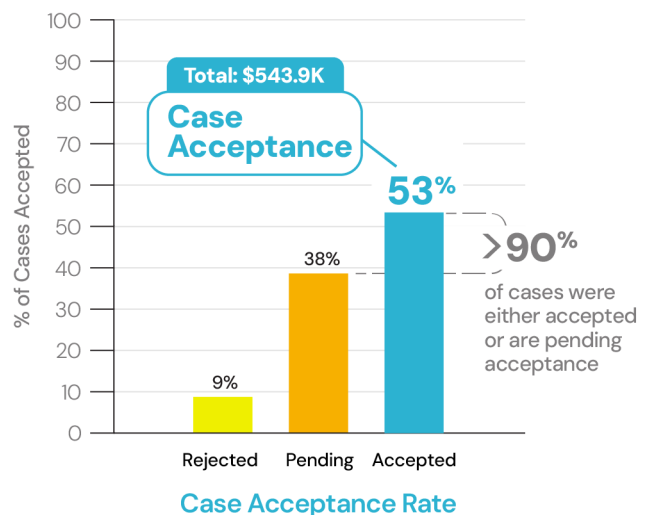
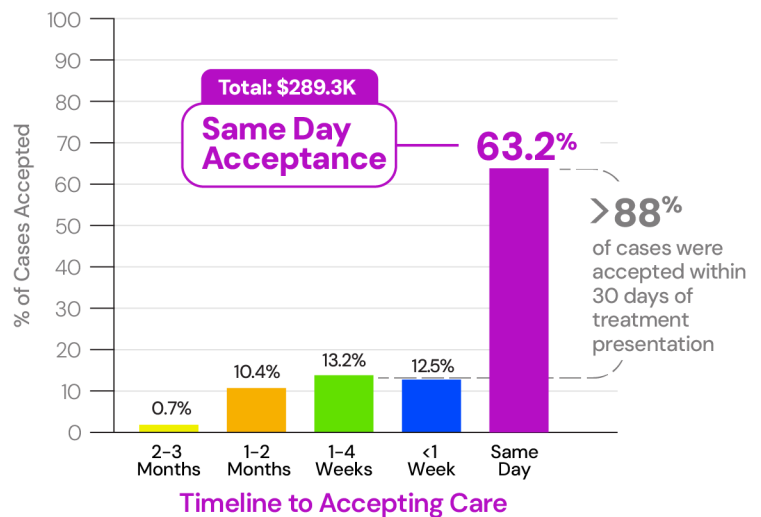
## Clarksburg Dental Case Study

Clarksburg Dental increased their case acceptance rate from 22% to 53% (an increase of over 100%!!) in two months by using AcceptCare to present financial arrangements to every patient.

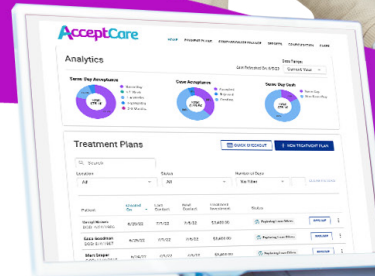


Dr. Ed Lui  
Clarksburg Dental

"We love the case acceptance analytics, but we didn't need to see the numbers to know our case acceptance has increased significantly since implementing AcceptCare - our schedule is filling up faster than ever!"



Let's get  
more "Yes!"



Introducing

**AcceptCare**<sup>™</sup>

Maximizing case acceptance isn't just a financial boon for dental practices; it's a testament to patient-centered care. By embracing technology, focusing on comprehensive patient education, offering flexible payment options, honing communication skills, and harnessing the power of patient testimonials, dental practitioners can enhance case acceptance rates.

These innovative strategies not only contribute to the financial health of a practice but also foster stronger patient relationships. In an era where patient engagement and trust are paramount, these techniques are key to building a thriving, patient-centric dental practice that continually prioritizes patient well-being.

Learn more about how this revolutionary technology is maximizing case acceptance at [AcceptCare.com](https://AcceptCare.com)

