

Title:

Greg Winteregg, DDS Answers The Managed Care Riddle

Word Count:

1397

Summary:

During eleven in practice, I spent tens of thousands of dollars on consultants to teach me how

Keywords:

MGE, dental practice, dental practice management, new patients, new dental patients

Article Body:

What am I going to do?

In 1992, after eleven years in my dental practice, I was asking myself this very question. My

Perhaps you to are or have look at managed care (HMOs and PPOs) either as a source of new pati

In looking at an exit strategy, we should first examine what prompts dentists to join these pl

1. I needed to be busier. It is better to fill that empty chair time with a patient (even
2. I wanted to join the plan before I got "locked out"
3. A lot of my patients switched over to this plan.
4. I needed to improve my cash flow.
5. I needed more new patients.

You may find that the reasons you joined or are thinking of joining are similar. While these a

What problem is managed care solving? You join a plan, you get more patients. Well, this begs

This brings us to the first requirement of getting out of managed care - the ability to attrac

I find that when most doctors look at how to get new patients, they a) can see that they need

Well, how do you go about increasing your ability in an area such as marketing and new patient

So, hurdle number one to overcome when looking to get out of managed care is having the abilit

In another article I wrote, I detailed the relationship between low collections, case acceptan

With all of the above in mind, there is a basic formula that ANY business follows:

1. Sell their product or service.
2. Deliver their product or service.
3. Get new people to sell and deliver their product or service to.

"Management" coordinates and holds the organization together so that it will continue to sell

Dental school and continuing education trains you how to "deliver the product." Where most pra

Having difficulty in sales and marketing due to no training, it is easy to see how Managed Car

The solution to this problem is simple, learn how to properly market and sell in your office.

To finish my story above, at the same time in 1992 that I was investigating managed care plans

So, when I tell you that learning how to do it yourself is a solution - I am not saying this f

So, my advice to you - make this the best year you have had in practice. Get started by increa

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