

PEER-TO-PEER ARTICLES
WRITTEN BY YOU
OUR MEMBERS!

MEMBER
FEATURES



MEET THE MEMBER

Sandy McGrew, FAADOM, is a busy practice manager, wife, and mom. She serves as the Office Manager at Podvia and Stanford Family Dentistry in Florida, but began her career working for Aetna Dental Insurance and is also a Certified Dental Assistant. Today, Sandy works with 40+ practices throughout Florida and Georgia, helping staff through education related to insurance, marketing, and more. In her free time, she stays busy by shuffling kids to soccer, dance, and swim meets. Otherwise, you'll be sure to find her at the pool or beach!

I WOULDN'T OUTSOURCE!

or would I?

MEMBER ARTICLE | BY SANDY MCGREW, FAADOM

I've been doing this for fifteen years now, and I know that many office managers aren't great at delegating. We're especially not ready to consider bringing in a third party! Not every office is a good fit for a third party resource, but you would be shocked at how many are...and how many third parties have better accuracy than a new employee.

I know the first thought about outsourcing is "How much this is going to cost? Our overhead is already through the roof." Trust me, I've been there! I've had every thought you could imagine, and I'm probably the most critical person these third parties have ever worked with (especially on the insurance end!).

What can a third party do and how much do they cost? The best answer is: it depends on how much you want them to do.

WHAT EXACTLY IS A "THIRD PARTY"?

A third party is a company that works remotely for your office to perform tasks that you either don't have time for, or that you would have typically hired a team member to do. Companies offer things like marketing (internal and

external), reservation reminders, unscheduled treatment follow-up, recall reminders, insurance verification, outstanding claims follow-up, A/R reduction, and management statistics (such as treatment acceptance, re-appointment success, inactive patient base vs. new patients, appointment cancellation and no-show, in addition to production and collection statistics, etc.).

COST OF USING A THIRD PARTY

The cost will vary based on how much you ask the third party to accomplish. Factors include how large your office is and how much time it will take to complete the project. One of the biggest investments I see is dental insurance verification and AR/Claims assistance.

Companies that help with insurance verifications (such as Verifi) work closely with you to determine what your verification schedule preferences are and what your office specifically wants.

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...OUTSOURCE CONTINUED

Most offices use a breakdown of benefits form, right? These companies use your form, but in a digital format on the computer. Yes, I said "your form"! Meaning that you can still have exactly what you prefer for your office breakdown.

Their company also verifies frequency for procedures on the schedule, and remaining deductibles and maximums.

I can tell you that for my office (which includes two doctors and three hygienists), this process takes a trained team member between two and two & a half days to accurately complete. Multiply the amount of time it takes that team member by the amount you pay them per hour (don't forget to count the employer taxes, benefits, etc). By my office hiring Verifi, not only did I save our practice from hiring an additional team member (\$2,000 or more per month) but I also allowed my existing team members to concentrate on our patients, not insurance. We still have moments when we need to call an insurance company or look benefits up on a website for an emergency or last-minute change to the schedule, but can you imagine having a team member that's not dedicated to calling insurances all day long!?! Talk about freedom! And the best part is that third party providers never call out sick or need a vacation!

Companies that help with outstanding accounts receivable and insurance claims (such as Owl Advantage and Eassist) work closely with you to determine what your office needs are. For example, did you start working in an office that has years of outstanding AR and thousands of dollars in outstanding claims? This may take clean-up time that you don't have. Or maybe you decided to delegate accounts receivable and insurance billing, posting, and follow up.

Have you ever trained a front office team member to perform these tasks, and to do so accurately all the time? It's very rare to find a team member doing these tasks with 100% accuracy. And if they do, how often do these team members stay with your office long-term? Not only do third party companies stay on

top of the many changes with insurance, but unlike a team member, they never call in sick or take a new job! When you don't dedicate a team member to handle such tasks, your staff have more time for your patients.

These days, many offices use some type of reservation verification system and recall reminders (text, email, postcards, etc.). I suggest that you check what your company offers. Do they also offer unscheduled treatment plan or post-op follow-up? Custom campaigns and newsletters? Social media marketing? Digital forms? Educational and informational videos for your clinical rooms and/or lobby? How about the ability to send one message about an opening in your schedule and fill that opening in under five minutes, such as what's possible via RevenueWell? You may be happy with a current system you are using, but just make sure they are providing everything you need.

STATISTICS AND PRACTICE MANAGEMENT OUTSOURCING

No, this is not to replace your position as an office manager. This is to help you focus on managing your team without spending so many hours on the computer! Do you find yourself tracking everything? Outstanding treatment/treatment presentation, re-appointment statistics, production, collections, patients due for recall, patients leaving the practice, new patients, cancellations, no shows, etc.? What if there was a company that did 100% of this for you? Or one that could create a call list of assigned patients? With one click of a button, your huddle statistics are ready. You can use the extra time to train your team (and know exactly what your team needs training on, since you have the statistics to act as a guide). Hands down, a company like Dental Intelligence can do all of this with 100% accuracy, adding in their extensive training and resources to back them up.

These are just a few of the resources available to dental offices and office managers. Our technological resources have been changing for years. Now is the time to consider third party companies that can help us and our team members without having to work harder day in and day out. ■