

Our first wish is that you, your employees, family members, and friends are well and healthy. We are in an unprecedented period in history and will continue to do our best to serve you and all our wonderful clients in a manner that is safe for our employees.

We know many of you still rely on Trojan to help your office. Some offices have even reported they are taking this opportunity to review their patient accounts to ensure all the insurance information is current and up to date in the practice management system. We invite you to let us know how we can help.

To help you get the assistance you need, here are Trojan's department numbers. We thank you in advance for any delays in responding.

Benefit Service (PPO): 800-633-3060

Managed Care (DHMO): 800-286-6993

Software Support, Dentifi Automation, and Training:
800-451-9723, Ext. 1

Eligibility Coordinator: 800-541-9723, Ext. 6

Collection Services: 800-248-2964

Sales: 800-451-9723, Ext. 3

You may also reach out to us online
at **www.trojanonline.com**

Trojan Professional Services, following the recommendations of the World Health Organization (WHO) and Center for Disease Control (CDC), and the directive from the California governor to stay at home, has closed its office in Los Alamitos.

As we finish getting our employees set up to work from home, connecting with Trojan may take a little more time than usual.
We appreciate your patience.



TROJAN PROFESSIONAL SERVICES



CPR to Revive a Dying Dental Practice

PART TWO: Contact and Convince, Perfect Processes,
Remember to Build the Team

by Belle DuCharme

*In Part One of **CPR to Revive a Dying Dental Practice**, we examined several primary symptoms of decline that are often tuned out because we simply don't see them. The following case study is based upon facts. The names and some information have been changed to conceal the identity of the doctor and the practice.*

Remember Dr. Abbe who reached out for help because he was concerned with low new patient numbers and increased unscheduled openings in the hygiene schedule? To dive deeper into the practice's ailments, we'd recommend the following course of action:

CONTACT AND CONVINCING

People are responsible for making their appointments and keeping up on their routine maintenance, yet few take the time. If you call your overdue recall patients and unscheduled treatment patients, you will increase your revenue by 20–30% or more. If the electronic patient contact system that sends emails and texts or mailed recall cards are not netting appointments, it's time to make personal calls. Patients are people, and people are busy. The recall card is on the refrigerator, and the email was deleted. The practice must call in a positive and caring way.

Sometimes patients need a little convincing.

After all, "nothing hurts," so they think it is okay to postpone. Instruct the hygienist and the doctor to make notes for the next visit as to the areas of concern that need examination. It is never "just a cleaning" when a patient returns for care.

Enlist the help of an email marketing service so that you can offer promotions and new products and services to your patients. Patients want to know you are efficient and are keeping up with new techniques.

PERFECT YOUR PROCESSES

Are you receiving complaints or negative reviews? Take a close look at the root of these unhappy responses and work to correct them. Most issues stem from confusion and negligence over financial arrangements, insurance billing, and scheduling.

- **Insurance billing:** Meet with the insurance coordinator and go over the unpaid insurance claims. All claims should be paid within 45 days. If the insurance estimates are outstanding in 60 days, you have a problem. Does the insurance person need help in writing appeals and narratives or making outbound calls to insurance companies to solve denied claims?
- **Patient portion billing:** Look at your in-house billing practices. Are statements going out and are patients paying, or is there a backlog of unpaid accounts and disputing patients? Is someone working these accounts regularly to success? Examine your statements, collection letters, and emails going out for ways to improve the results.
- **Scheduling:** Can you schedule a new patient within a week of their initial contact? Are you blocking the schedule to allow for new patients, emergency patients, and scaling and root planing? Booking hygiene and the doctors solidly for weeks may

seem profitable, but you are losing revenue and new patients. Perform a schedule analysis for a week and determine where you can tighten procedures up, extend appointment times, and add patients for emergencies or quick appointments like adjustments.

Do the dental assistants need help with setting up and tearing down rooms quickly and are the instruments being sterilized to keep up with usage? Look for ways to make these back-office systems more efficient.

Patients will leave if they must wait more than fifteen minutes for an appointment consistently or they cannot get in for a date when they need one.

REMEMBER TO SMILE TO THE TEAM

Great smiles and open friendliness to patients must also be extended to the entire dental team. Patients can feel tension when there is low morale, and they are already tense being in the office. A happy team also refers patients to the practice and is proud of where they work. Sit down with the team for regular staff meetings but also think of ways to build team morale through activities designed to improve communication.

Putting life back into a dying practice takes thought and work from the entire team but is worth it when you see the return of happy patients.



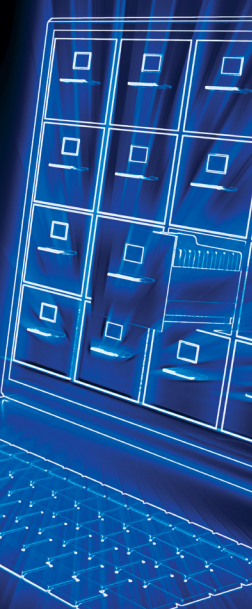
Belle DuCharme, CDPMA, Dental Training Consultant, is a professional writer, speaker, and instructor/consultant for the dental profession. Her long career includes clinical and business practice management and development of systems customized to each practice's needs.

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Check out trojanonline.com for some of our favorite "classic" Trojan Today articles:

5/15 **To Give is To Gain:**
The Gift of Intention
by Phillis Waite

5/25 **Do People Like You?**
by Janice Hurley



Quote-Worthy

“Thousands of candles can be lit from a single candle, and the life of the candle will not be shortened. Happiness never decreases by being shared.”

— Buddha

Service Savvy

Multiple Benefit Plans

Q: When I am searching for benefits on the Trojan database, I sometimes come across more than one set of benefits for the same employer. How do I know which is the right one for my patient?

A: When there are multiple plans to choose from, Trojan lists additional information in the second line of the employer address and in the Notes and Limitations area. There are many examples where you may encounter this:

- Preferred or Non-Preferred
- High Option or Low Option
- Salaried Employees or Hourly Employees
- Employees Only or Spouse and Dependent Children

Here is an example of one of the ways this information may be listed:

**BOBS BARBECUE ROASTERS
NON PREFERRED
1234 MAIN ST
ANYTOWN, TX 54321**

Multiple benefits could exist for the same employer. This information is also listed on the second line of the employer address. Here are some examples:

- Sub and Branch numbers: **Sub 25, Branch 001**
- Division numbers: **Division 32**
- Categories: **Category 99A**
- Plan letters: **Plan DL**

Here is another example of one of the ways this information may be listed:

**AMERICAN WIDGET PRODUCTS
SUB 55, BRANCH 001
1234 BIG CITY ST
ANYTOWN, PA 65432**

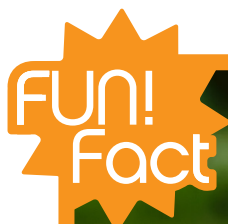
*After you have verified your patient's eligibility, if you are still unable to locate a particular plan in the system, please call our Customer Service Department and we will be happy to assist you.
CALL: 800-633-3060.*

Ask the Consultant

Q: When a new patient comes to our office, and we know they have history of seeing a periodontist in the past, should we be charging as a Perio Prophylaxis and not an Adult Prophylaxis?

A: If a patient has had SRP in the past, they will always be a perio patient. This means if they have a healthy mouth (and radiographic bone loss is present) and previously completed SRP, the visit will be a perio maintenance visit "for the life of the dentition". (Definition for ADA/CDT Codes).

*Response provided by **Debbie Seidel-Bittke**.*



**A century ago,
50% of adults
in North America
were toothless.**

**Smile!
Show those pearls.**



**Check registration websites
for updates or changes.**

Seminars



Dental Team Training Workshops

Presented by Laura Hatch

JUNE 19, 2020 **JULY 31, 2020**
Indianapolis, IN San Antonio, TX

[Click here for more details](#)

Pediatric Dental Business Leadership Conference

Presented by LCP Dental Team Coaching

SEPTEMBER 23-26, 2020
Denver, CO

[Click here for more details](#)

Lion Speak's Leaders of the Pack

A #SeminarsAtTrojan! Event

Presented by Katherine Eitel Belt

NOVEMBER 5-6, 2020
Sky Room, Trojan Office
Los Alamitos, CA

Registration Information coming soon!

AADOM is offering
FREE MEMBERSHIP
during the COVID19 crisis.

www.dentalmanagers.com

What Clients Say



"We have worked with Trojan for years. Their service is exceptional! A big help for a busy dental practice like ours. I never really knew how much they do until recently when we let our receptionist go and I'm trying to do the front desk job while looking for a new receptionist. I call them all the time now with tons of questions."

— A.R.



**Refer a
dental
office and
receive
\$100.**

CALL 800.451.9723 ext. 3 FOR DETAILS



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanInstagram>



TROJAN PROFESSIONAL SERVICES

Accelerating dental practices to excellence by providing services that increase case acceptance, production, and collections.

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