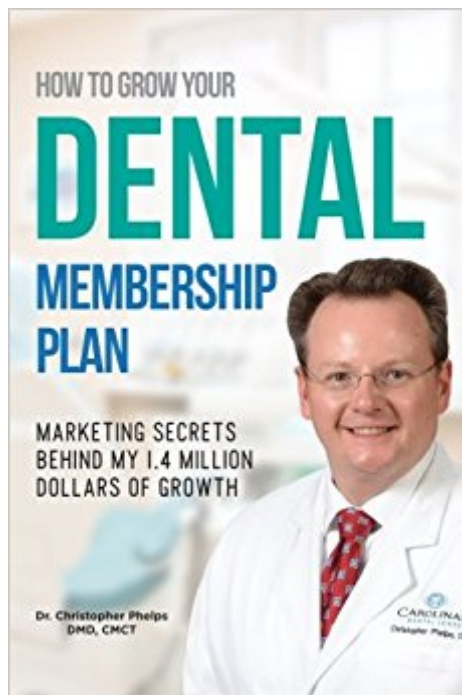




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# How To Grow Your Dental Membership Plan: Secrets Behind My 1.4 Million Dollars Of Growth



## Synopsis

**GET MORE NEW PATIENTS** After reading you will know: -How to break free from the 3 major tensions facing private practice -How to increase new ideal patient flow -How to market to the virtually untouched fee-for-service market -How to find the freedom and financial stability in your dental practice you never thought possible New patients are the life blood and catalyst for growth for any dental practice. Then why is it that when I talk to Dentists all over the country, the vast majority are having trouble finding and getting new patients in the door? To compensate, more and more Dentists are signing up with dental insurance plans in the hope that this will help bring in more new patients. The unfortunate part of this strategy is that corporate dental groups are leveraging their size and power in negotiating higher reimbursements for themselves while reimbursement rates for the solo practitioner keep getting less and less. What are we as a group to do? For my practice, the answer to this question led me to discover a nearly unlimited and untapped market of fee-for-service patients who want and value their dental health but have a significant hurdle to coming in to see a private practice doctor. That's why I wrote this book. It identifies what that hurdle to getting these patients in the door is, as well as provides you a solution to the problem that over a two year period, allowed me to add over \$1,400,000 in revenue to my practice. It helped get me out of the dental insurance business and I know it can do the same for you!

## Book Information

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## Customer Reviews

Dr. Phelps is a general dentist who was born and raised in Greensboro, North Carolina. After obtaining his bachelor's degree from the University of North Carolina at Chapel Hill, he earned his dental degree magnum cum laude from the prestigious Nova Southeastern University College of

Dental Medicine in Ft. Lauderdale, Florida where he was awarded awards from the Academy of General Dentistry for "Excellence in General Dentistry" and was inducted into the Omicron Kappa Upsilon National Dental Honor Society, which only admits the top 5% of each graduating dental class throughout the country. Dr. Phelps has had the pleasure of providing the cosmetic dentistry for "Charlotte's Complete Makeover," an extreme makeover contest held in conjunction with Dr. Victor Ferrari, plastic surgeon, and Dr. Jonathan Christenbury, LASIK eye surgeon. In addition, Dr. Phelps has had several of his articles published in peer-reviewed dental journals concerning cosmetic and implant dentistry. Dr. Phelps strives to be on the leading edge of dentistry but not the bleeding edge, ultimately providing his patients with all the latest available technologies and options for their optimum dental health. Dr. Phelps is a member of the American Dental Association, North Carolina Dental Society, American Academy of Cosmetic Dentistry, and Academy of General Dentistry. He has received certification in sedation dentistry from the Dental Organization for Conscious Sedation (D.O.C.S.) and has been awarded one of Charlotte's Best Dentists numerous times over the last 10 years. In addition, he was given the Doctor's Choice Award in March 2016, when was voted on solely by other dentists and physicians. In September of 2016, he was named one of the top 100 doctors throughout the US. Dr. Phelps spends his time in the practice focused on Sedation Dentistry and Dental Implant cases. His other passion is mentoring, coaching and training other General Dentists through The Phelps Institute. The Institute offers trainings including a 2-day marketing workshop to attract a better quality patient. Attendees learn how to apply Dr. Ciladini's 6 Principles of Persuasion and Ethical Influence in office. In addition the Phelps Institute is one of the few locations in the entire US that trains General Dentists, from any state, how to surgically place dental implants on live patients. Check out these and other trainings at [www.DrPhelpsHelps.com](http://www.DrPhelpsHelps.com) or [www.ThePhelpsInstitute.com](http://www.ThePhelpsInstitute.com)

I highly recommend this book to any dental practice that wants to benefit from recurring revenue, patient retention, and running a hassle free practice by reducing your dependancy on dental insurance. I met Dr Phelps early this year beacause we both have helped many dental practices create membership programs and I have enjoyed his books, presentations, articles and expertise. Buy this book now and you won't regret it!!

My headline says it all, but I'll go ahead and add one more thing. If you're a practice owner looking for a way to bring in the unicorn of all patients: happy cash ones that stick with you year after year... then read this book! Dr. Phelps lays it out for you. The only way it could be easier is if he actually

came to you, took you by the hand, and personally walked you through each step. And he actually offers that option as well.

If you are willing to put in the work, this book has some great ideas for growing the impact and revenue of your dental practice!

Dr. Phelps did an awesome job writing this book. He goes into detail about how to create a dental membership plan to provide savings to patients who want dental care but aren't sure how it can fit into your budget. The book is very personal which helped me feel more connected to Dr. Phelps and made me realize that if he can do it, so can I. He goes over the many steps you need to take to create a membership plan such as: - What to include - How to market it - he even shows you graphics he used to market it - What fee you should charge and when - How to handle perio patients - How to handle third-party financing such as Care Credit - How to get patients to renew their membership yearly. He does all of this while talking to you like you are a personal friend. He gives you all of the information that you need to do this yourself, and if you don't want to do it on your own, he does offer his services for a fee at the end of the book. While he does sell a service to dentists related to dental membership plans, he isn't pushy like some dentist-authors who try to sell to you on every page or at the end of each chapter. Overall, this is a very valuable book and will help grow your practice immensely if you put Dr. Phelps' suggestions into practice.

Good book! Easy read!

As a dental office manager, I'm excited to present the dental savings plan idea to my doctor. Great, quick read, with lots of tips for success.

I can say without a doubt this is the best business book you can purchase to improve your dental practice!!! It provides a perfect action plan to attract and retain fee-for-service patients in a way that works well for both the doctor and the patient. There are many other great marketing ideas as well, and Dr. Phelps personally answered my emails to help implement his systems. The Dental Savings Plan worked exactly as described in the book. Best return on investment for any dental practice!!! Also, it is a quick and enjoyable read. I highly recommend it to anyone that is looking for a simple, practical and efficient way to grow their practice.

This is a great book! As a speaker, author, marketing strategist, and coach to several hundred dentists and their teams in the U.S. and Internationally, I can say with first hand experience that this works EVERYWHERE!!! If you are looking to grow your practice exponentially and attract more quality Fee For Service Patients, this is a MUST Read. Dr. Phelps gives you a step by step, A-Z blueprint on how to attract patients that want the kind of dentistry you want to do more of, and are willing to pay for it. This is an easy and fun read. It will probably take you 90 minutes to read it start to finish, but it will change the way you practice FOREVER! Thanks Dr. Phelps for sharing, and helping doctors grow their practices by attracting droves of quality new patients. I will be sharing this with ALL of my clients. Lisa Weber, RDH The \$600K RDH

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