



TOP 5 INSURANCE
ITEMS TO EDUCATE
YOUR PATIENTS ON
BEFORE STARTING
TREATMENT

|
Free Guide

THE WYRICK OUTLOOK, INC



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Lifetime Maximum

Many patients don't understand that the orthodontic insurance policy is separate from their regular dental maximum. It's best to reiterate that once they use this maximum it's gone and it doesn't renew year after year.

Loss in Coverage or New coverage

Although common, patient's need to understand that the payments to your office will stop also. Just because treatment started when the policy was active, doesn't mean the insurance has to continue to pay. Also, it's key to mention that new coverage won't always 'pick up' payments. The new policy must allow for what's known as 'work in progress',

Related Procedures

This is when a patient needs additional procedures done to complete orthodontic treatment. This can be oral surgery or an exposure. It's best to be upfront with patients who need these procedures that these procedures MAY come out of the same maximum your office is expecting.

Payments

Insurance payments are generally automatic. Therefore, your office is not 'billing' every time their child is seen. It's best to mention that the office does not receive the full benefit upfront, and instead, will receive monthly, quarterly, yearly payments. Thus, the policy MUST be active for the entire length of treatment in order to receive the full estimated amount.

Two Phase of Treatment

Patients who need two phases of treatment need to understand that the since the benefit is a lifetime maximum, the majority of the benefit will be used during the first phase of treatment and there will be minimal (if any) benefit for the second phase.



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