

An open letter to all our new patients

Dear Valued Patient,

My staff and I are indeed honored by the opportunity to serve you in your pursuit of excellent dental health. I have been in practice for approximately 28 years and most of my staff has been with me for 10 to 15 years. Through those years we have striven to establish and maintain close trusting relationships with all of our patients and hope to do the same with you. If you haven't seen our many positive reviews online please visit them and you will get some idea of what to expect from us.

Dentistry as a healthcare profession has had a time-honored tradition of offering patients lower cost alternatives in accord with what level of care was desired by that patient. For example, if one could not afford a crown, dentists sometimes placed very large fillings that could serve their patients for some period of time. In keeping with that tradition we now offer all our patients (not just those with PPO plans) two levels of care. The highest level is our Optimal plan for those who want the very best we have to offer. The second level is our economy plan for those who need lower fees that more closely relate to the limitations dictated by insurance company PPOs.

We believe that honesty and integrity demand that all patients be informed that the cost of healthcare always has been, and always will be, related to the quality of that healthcare. As is true of most things in life, making something cheaper rarely means making it as good as or better than it was. All PPOs attempt to negotiate a lower price for an adequate level of care. They are designed to bring costs down, not bring quality up. Most PPO insurance plans dictate to dentists fees that are significantly less than those paid by the dentist's regular uninsured patients. Naturally, such fee suppression has a significant impact on treatment choices. Not only does it affect the amount of time that can be committed to the treatment, but also the expensiveness of the technologies and materials that can be used.

We acknowledge that sometimes lower costs are some patient's primary concern and we want to serve them. However, we also want to be equipped, educated, and well-trained to provide the very best care possible for those to whom quality is their biggest concern. In both cases our patients can rest assured that we are always committed to treatments that are as painless as possible and that produce a result that will serve them well for many years. As I said before, we desire relationships not procedures. We want our customers to feel totally relaxed discussing treatment options and costs with any of us at any time. We look forward to joining you in your new journey towards a healthy dental experience.

**Please help us serve you better by checking one of the following:**

\_\_\_ My primary concern is the cost of my care. I choose the economy level for my patient care, so that my fees will be closely aligned with those restricted by my insurance plan.

\_\_\_ My primary concern is the quality of my care. I choose the optimal level for my patient care, knowing that I might incur additional costs beyond that which my insurance company dictates.

In all cases we try diligently to inform patients of cost prior to treatment

Sincerely,

Dr. Keith Dillard and Staff

