

## 2016: It's A Wrap

By: Chris Bentson

The year 2016 was, in many ways, a seminal one for the orthodontic specialty with regard to change. We had our ear to the ground, with various members of our team traveling over 200,000 miles visiting clients, attending meetings and speaking at various industry events. Within this article we will review some of what we saw in 2016. In addition, items we expect to see change in the specialty during the upcoming year will be examined, with a focus on variants that could affect the business aspects of running your orthodontic practice.

To give you a sense of what we are learning, let's begin this tour of 2016 with where we, Bentson Clark & Copple, as a company have been over the course of the year. Our team members conducted 45 on-site client visits this year for valuation or recruiting purposes (a review of these findings will be published in the upcoming 1st Quarter 2017 edition of the *Bentson Clark reSource*). In addition, we have lectured at the following meetings: Impact360's Summit, Ormco's National Sales Meeting, Ormco's Forum 2016, AAO Board of Trustees' February meeting, Dolphin Meeting, Cloud9Ortho's User Meeting, TD Bank's Dental Lending Meeting, MKS Forum and Invisalign's Ortho Summit. In addition to these lectures, we attended Align Technology's Consultants' Conference, AAO Annual Session, AAO Exhibitor Advisory Committee meeting and the Southern Association of Orthodontists' regional meeting...

## Management of Insurance Benefits - What's to Like? - Part 1

By: Tina Byrne

For the financial team, managing patient benefits presents frequent change and perplexing challenges. Staying on top of industry trends, benefit submission and pre-credited receivables keeps them on their toes. Without knowledge, appropriate means and an effective system, an insurance coordinator may not be able to keep his or her head above the water.

If your office accepts assignment of benefit from insurance carriers or participates with any type of benefit plan, it is essential that you assess the Five P's of an insurance system. Identifying and addressing internal deficiencies will bring about positive change for the practice and patients.

### 1. Plans/Participation

**Plan #1:** Fee for Service is the first type of insurance plan, and the most desirable for the practice. Also called Indemnity or Traditional insurance plans, you may charge your fee, and the patient is free to select any orthodontic provider. Your office has the option to accept assignment of benefit payment, since there is no contractual participation.

**Plan #2:** Managed Care is the second type of plan. Any kind of agreement you enter into with an insurance company that is dictating or discounting your fees is considered managed care. Within managed care, there are levels of plans and/or participation...



To Subscribe:  
[www.bentsonclark.com](http://www.bentsonclark.com)  
1-800-621-4664

Management of Insurance Benefits - What's to Like? - Part 1  
[page 3](#)

The Experiential Difference: Finding Meaningful Differentiation  
[page 5](#)

Will Joining or Extending My PPO Participation Mean More Patients?  
[page 7](#)

Millennial Moms in the Social Space  
[page 9](#)

Five Principles for Creating a Culture of Excellence  
[page 10](#)

The Bentson Clark reSource (ISSN 1559-1360) is published quarterly by Bentson Clark & Copple, LLC, 397 South Swing Road, Greensboro, North Carolina 27409. Periodicals postage paid at Greensboro, North Carolina 27409.

Telephone: (336) 379-8822 / (800) 621-4664  
Fax: (336) 333-0015  
Website: [www.bentsonclark.com](http://www.bentsonclark.com)  
Email: [info@bentsonclark.com](mailto:info@bentsonclark.com)

Editorial Address:  
397 South Swing Road  
Greensboro, NC 27409

Subscription Price: \$95.00 per year, 4 issues  
Cover Price: \$28.00 each

©Bentson Clark & Copple, LLC, 2016.  
Copyright strictly reserved. This journal is intended for use by the individual to whom it is addressed and may not be reproduced in whole or in part or redistributed in any way - including reproduction for internal distribution - without the prior written permission of Bentson Clark & Copple, LLC.

---

## The Experiential Difference: Finding Meaningful Differentiation

---

*By: Adam Mead*

**A**bout a month ago my family moved into a new house. It's super close to everything, which is a wonderful change for us! You see, our last home was about 45 minutes from anything. With eight children and all the activities they were involved in, the drive eventually took a toll on us (sorry for the unintended pun). So our newly found proximity to the things we use the most makes a world of a difference! The grocery store is only two minutes away, as are gas stations. The pediatrician, who we visit more times than we care to admit, is only 10 minutes away. Soccer practice is now under 15 minutes from home and my office is merely 20 minutes door-to-door. My wife jokes that she was once a truck driver transporting precious cargo all day long, but now we have far more family time than windshield time. It's been a game changer for us!

Around the corner from our new home is an orthodontic practice. And just two minutes down the street from that practice are two other practices - located directly across the street from each other. We must have hit the jackpot! My wife is in treatment, our two oldest boys will soon be in phase 2 treatment and my oldest daughter is about to start phase 1 treatment. It would make life so much easier to switch to one of the three practices close by, but of all the places we frequent, this is one we are unwilling to change...

---

## Will Joining or Extending My PPO Participation Mean More Patients?

---

*By: Nick Partridge*

**W**eat Bentson Clark & Copple are frequently asked whether or not joining PPO insurance plans will grow a practice or not. Doctors and consultants generally have strong opinions about the subject. Since there is increased competition in many markets and an increasing number of inquiries, we decided to ask Nicholas Partridge, President of Five Lakes Professional Services, how he advises the many dental offices they serve about the topic. Regardless of your current opinion on the idea of joining PPO plans, Mr. Partridge delivers a fair and balanced approach to analyzing the idea for your practice in the article below:

Orthodontists contemplating joining a PPO network or considering increasing insurance participation to include more PPO plans have much to consider in determining whether a particular plan can be accretive to the practice. Beyond the attractiveness of a fee schedule offered, providers must evaluate whether participating with a plan will yield new patients and, if so, to what extent...

---

## Millennial Moms in the Social Space

---

*By: Maria T. Bailey*

**A**s I browsed the vendor area at a recent community event, I was drawn to a table with a high-value prize giveaway. To enter the giveaway, visitors were asked to "Like" the vendor's page on Facebook. The vendor? A local orthodontist. A few people around me were surprised, thinking "An orthodontist on Facebook?", but I was pleased to see the recognition of social media's role in engaging with existing and potential patients. While we usually think of social media as a tool for categories like retailers, organizations and of course, personal use, it's important to note the increasing value of social media for orthodontists to engage and build relationships with today's tech-savvy moms (particularly Millennial Moms). Whether your practice has an active account on Facebook, Twitter or Instagram, is still looking at options, or is stuck in the year 2015, I offer these tips, strategies and background information to consider when engaging with Millennial Moms...

---

## Five Principles for Creating a Culture of Excellence

---

*By: Bob Burg & John David Mann*

**B**usiness culture is a hot topic these days. The focus on culture and the effect it can have on your practice is not necessarily new. The attention and importance of the phrase "business culture" harkens me back to the 1980s, when the buzzword for growing and successful businesses was centered on "mission statements."

Whatever term you prefer, growing businesses today have leaders who are intentionally creating a culture by deciding what their company will stand for - how it will approach the market, treat employees and do business. Think of your corporate culture as a belief system through which decisions can be delegated down the traditional hierarchical structure so that consumers, employees and others who come in contact with a company leave not only with the product or service that was purchased but with something more: a feeling of satisfaction, even pleasure, with having parted with their hard-earned cash for the experience of doing business with you. The secret sauce, if you will, of stellar companies is often described as the culture that has been created and the experience consumers have as they do business with you...

