



CREDENTIALING + MAXIMIZING YOUR INSURANCE LANDSCAPE

ASSOCIATES
NEW PRACTICE OWNERS
EXISTING PRACTICE OWNERS

DENTAL
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Tracey Gutzmer MBA

CONVERSATIONS

- ✓ Insurance credentialing
- ✓ Capitalizing on your current insurance landscape
- ✓ Fee schedules & negotiations
- ✓ Potential Capacity Challenges/Insurance
- ✓ Resources/Q&A

ESTABLISHED PRACTICE OWNERS - CREDENTIALING



Do you know who you are in network with?



How do you find out?



Create a system within front office to track current contracts



Why is it important to know your insurance landscape?

Umbrella vs direct contracts



MEDICAL ASSISTANCE – WHAT IS YOUR OBLIGATION?

Rule 101: 7 county metro

Straight MA vs. commercial plans

Out of network vs. in network obligations

Program to transition out of network with MA

Consultation for new practice owners – is it within your vision?

2 STEP APPROACH - CREDENTIALING



Credentialing for yourself
– New Owner



Moving selling
doctor/associates
underneath new TIN
number

WHAT HAPPENS IF YOU ARE NOT CREDENTIALLED BY YOUR PURCHASE DATE?

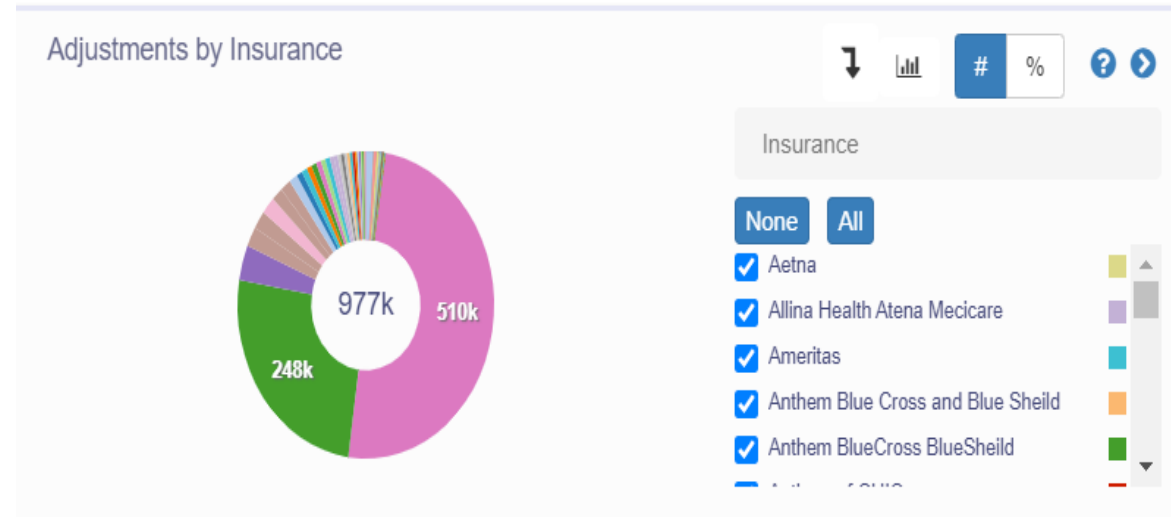


- Claims will be processed out-of-network
 - Checks could be sent to the patient
- WHAT NOT TO DO
 - Send in claims under seller's Tax ID number
 - Send in claims under seller's name
- Bigger Question – What do I do if I am not credentialed by my purchase date?

INSURANCE CREDENTIALING: GETTING STARTED

1. Gathering information from the seller:

1. List of payers they are in network with
2. Insurance productivity report
3. Adjustment reconciliation
4. Are they Medicare providers? Are you?
5. Do they accept MA – what % of the patient base?



INSURANCE CREDENTIALING:

2. Who are you credentialing and what plans?

1. Self - buyer
2. Selling Doctor that will now become an Associate

3. Information needed from YOU:

1. Start date – day you sign the contract
2. Seller tax ID
3. New TIN # from buyer
4. NPI#: type 1 and type 2
5. DEA
6. License to practice
7. Malpractice Insurance
8. Practice information
9. Specialist certificate
10. Sedation certificate



INSURANCE CREDENTIALING:

4. Start credentialing:

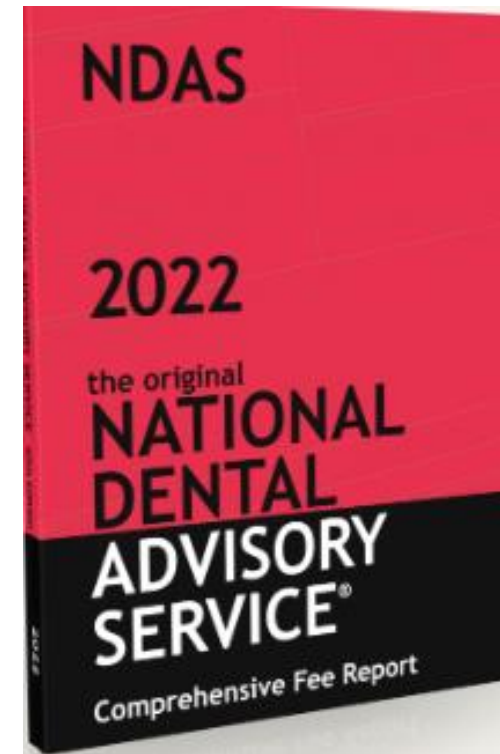
- ✓ Ask for assistance – weigh the value of your time
- ✓ Provider relations – provide a clear direction
- ✓ Common turnaround times
- ✓ Common carriers for private practice: metro vs. rural

FEE REVIEW & REIMBURSEMENT NEGOTIATIONS

Is anyone successful in negotiating reimbursements?

When and how should I increase my fees?

- New owner – wait 6-12 months
- Existing owner – annually
 - Include all treatment plans



ACTIVE PATIENT COUNT

CAPACITY CHALLENGES

- General rule: 1500 for 1 DDS 2 Dental Hygienists
 - Is there room for patient growth (new patients)
 - Is there room for periodontal therapy/patients with disease
 - Treatment style of Doctor
 - Recare frequencies



OUR PRODUCT IS SIMPLE



HOURLY BILLING



FREQUENT COMMUNICATION
AND DOCUMENTATION OF
EFFORTS



SOUNDING BOARD FOR INITIAL
PRACTICE MANAGEMENT
RELATED QUESTIONS



HELLO!

- Experienced Practice Manager with an MBA
- Previous Practice Manager for 3 locations generating over \$7M in revenue
- Practice Management and New Transition Consultant
- AADOM Affiliate

Tracey Gutzmer MBA – Practice Management Consultant

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