

# Boost Practice Profit by Improving PPO Fees in 2023!



**COURSE DESCRIPTION:** The new year is a great time to revisit key indicators in the practice that affect your bottom line. One of those is PPO participation, very common among dental practices. As a lab, one of the biggest frustrations our clients share with us is the fact that they are so limited by insurance. Yet, many practices overlook opportunities to improve the PPO fees resulting in unnecessarily high PPO adjustments that negatively impact the practice's profitability. While as a lab we don't deal directly with insurance, it is our goal to always help our clients overcome any business challenge. So, we called in the expert, Client Johnson from Profitable PPO's, because we want to see all our doctors maximize their opportunity! Just like there are different ways to treat dental cases, there are multiple ways to pursue increased fees with PPOs. *We invite our dentist clients and one member of their insurance team to join us to learn more!*

## **LEARNING OBJECTIVES:**

- 3 ways to participate with PPOs
- The differences in PPO fees associates with different participation types
- Steps to negotiate PPO fees
- The most common reason for decreasing PPO fees – and how to avoid it
- The biggest PPO fee improvement opportunity in most practices
- Techniques to improve PPO fees

*Each attendee will also receive a free tool that they can use to understand the financial impact of participation with each PPO plan!*

## **EVENT DETAILS:**

**Date:** Thursday, February 9, 2023  
**Time:** 5:30-7:30pm (dinner provided)  
**Location:** Wiand Dental Lab  
10555 N. 114<sup>th</sup> Street – Suite 101 – Scottsdale  
**CE:** 2 credit hours

To reserve your seat, visit: <https://www.wiandlab.com/dental-continuing-education/>



Clint Johnson is the founder of Phoenix-based Profitable PPOs, which focuses on helping dentists participate with the right PPOs, in the right way, and for maximum reimbursement. Hundreds of dental practices every year, across the United States, big and small, look to Profitable PPO to provide the insurance participation management needed to make the most of their profitability--both in the present and in years to come.