

GOODWIN FAMILY DENTISTRY

Charles J. Goodwin DDS
360 9th Avenue Dr. NE
Hickory, NC 28601
hickoryfamilydentist.com
828-327-8300

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To everyone at Banta Consulting:

When Lois Banta, Banta Consulting, came into my suburban Atlanta, Georgia area practice we were experiencing a cash flow problem. Many insurance companies were slow to pay and many patients owed balances that our business office had allowed to drift into perpetual payment arrangements.

Lois quickly interviewed the business office team to learn who was on board to learn strategies and tactics for smoother and more effective collection protocols and procedures. Not all were excited about changes to the habits they had shared for over a decade but once this business team learned effective methods for handling the problems that inevitably arise during the dental office day and tried out Lois's suggested scripts for talking with both insurance companies and patients the turnaround was astounding. They were no longer people working in the same space together...they were becoming a team encouraging one another to keep going. At that moment in time Lois's concept of "getting the money off the books and into the bank" was tailor made for our office.

Within thirty days after Lois's training we saw a 400% increase in collections. A letter was designed to offer patients a one-time 10% courtesy or transfer of balance to CareCredit. This was not only wildly successful but fun for the team. Other advice was shared with the business team about just how to work the insurance with follow up and follow through methods that do not fail. Special attention was given to coding and narratives and the results were terrific.

What followed was an overall confidence that spilled over to hygiene and clinical. Lois then designed a bonus program that took into account all aspects of the practice. Every success they celebrated lifted them toward being a better team. Not everything runs smoothly all the time and for those times Lois availed herself by email to answer questions and was willing to arrange phone coaching sessions between her visits which really kept the team encouraged and moving forward. We were on our way to being a collaborative team.... and it felt great.