



July, 2009

**The Center for Premier Dentistry  
welcomes new patients.**

*Our state-of-the-art center and highly skilled team ensures the highest quality of dental care for you and your family. From infants to seniors we provide personalized care and offer a unique dental experience that is fun, affordable, interactive, and effective. We maintain a commitment to our patients in every facet of our practice.*

*Each month we offer cost saving discounts on services for you and your family.*

*A beautiful smile  
for a  
beautiful you.*

**Center for Premier Dentistry  
is offering 20% off  
restorative treatments  
through August 29.  
Some restrictions apply.  
Call today.**

Visit [premierdentistry.com](http://premierdentistry.com).

941-924-7571  
5100 Station Way  
Sarasota, FL 34233

## ***Your Dental Health Treatment Plans and Estimates***

At Center for Premier Dentistry, we believe that our patients should always be informed and educated about their dental health and the best options available to help improve their dental health. In order to make an educated decision and understand the value or the fees associated, a patient must first understand the reasons why we have recommended a particular treatment.

Some may ask “what is the difference?” For example, a patient may choose to have a tooth removed as opposed to saving the tooth with a root canal. If we do not educate the patient on the consequences involved with the loss of a tooth, then the deciding factor for the patient may only be a lower cost. However, this can prove to be a poor decision that could result in costing the patient more money in the future.

Treatment plans give detailed information to the patient. Consider it a road map for dental health. It will be broken down into “stops” or groups which map out the road the patient plans to take and how long it will take to get to the desired destination. It will include the cost for each “stop” or group and then the total cost. If there is insurance involved then we will “estimate” what insurance will pay to help with the cost. This is truly only an “*estimate*” based on information we receive from an insurance company. The accuracy of this estimate is controlled by the insurance company not by our office. We provide the information to the insurance company relating to any treatment done. From there any decision of payment or denial is made totally by the insurance company related to the individual coverage.

We will do whatever we can to help expedite an insurance claim on the behalf of the patient, but unfortunately, sometimes the end result may not be what we had estimated or anticipated. If this happens, then the patient is responsible for the remaining balance.

If you are a potential new patient, please be assured that we will not *perform* before we *inform*. We will provide you with our dental treatment recommendations as well as the fees for the services after we have educated you on your options.

If you have any questions or wish to discuss a pending treatment plan, please contact the office.

Karen Hoeft  
Office Manager