



May, 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. May brings summertime festivities, family celebrations such as Mother's Day, proms and graduations. Don't miss out on May's great teeth whitening specials! Gift certificates available.



Give us a call today at 941.924.7571 or inquire at premierdentistry.com to learn more about our techniques, staff and facility.

**5100 Station Way
Sarasota, FL 34233**

Your Dental Health Financing Options for Dental Treatment

When we are presenting a treatment plan to a patient we anticipate that questions may arise about financing options. Due to the difficult economic times we are all experiencing, patients have more questions than ever. We understand this and are prepared to offer some suggestions that can help make dental treatment more affordable.

Although many patients may not be aware of it, as dental professionals, we consider dental insurance a financing option rather than a benefit. Dental insurance benefits and yearly maximums have not kept up with the times. Most benefits remain at the level they were 25-30 years ago even though the cost of living has increased drastically. Average yearly maximums remain low at \$1000 per person, which barely covers the fee of one crown. (This topic will be discussed in a later monthly issue). So if a patient has dental insurance coverage, we consider it to be the initial down payment for dental treatment and work from there as far as financing.

We offer up to 12 months interest free financing with CareCredit. However, longer terms are available with CareCredit based upon the patient's individual credit rating. A simple phone call between the patient and CareCredit is all that is required to establish eligibility. Normally an answer will be obtained within minutes. This option is offered in many of the "specialist offices" as well, which enables us to coordinate payments if a patient is referred to another office prior to treatment in our office. Patients find this option to be the easiest way to finance dental treatment.

We accept all major credit cards including Discover Card and American Express. Patients can complete dental treatment, obtain frequent flyer miles and take advantage of their own low interest rates yet still have small monthly payments.

We also offer a "lay-away" option. This option allows patients to make small monthly payments and establish credit on their account without incurring any expense. When they have established enough credit, we then proceed with dental treatment and charges are made. This has worked very well for some of our patients.

On larger treatment plans (those over \$1000), if payment is made in full with cash or check prior to the date of treatment, we will also give a courtesy adjustment of 5% which can be a substantial amount for larger treatment plans.

Our goal is to help our patients obtain the dental treatment needed so optimum overall dental health is established. We will do our best to work with each patient based on their individual needs. If you have any questions, please feel free to contact our office so we can discuss your options.

Karen Hoeft, Office Manager