



# Why Dental Patients Don't Pay Their Bill

A Special Report by Debra Moorhead  
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If I were to ask you for the number one reason dental patients don't pay their bill to begin with, what would you answer? Most people guess that it's because they don't have the money. That's simply not true. In fact, I tell all of my audiences, the few rare times that a patient gives me that as a reason, I'll forgive the debt – no problem. It happens so seldom that they really don't have the money that if they are in a true hardship I don't want their money. I am glad to help people who really need it.

The number one reason we hear from patients, whether I am calling or a collection agency is calling, is that they don't know or believe they owe it. They were never informed, either before treatment began or before they left the office on the day of service, that money would be owed. Many people believe that their health insurance will cover their dental expense and all they will be left with is a \$10 co-pay.

When you have non-assertive team members who are too afraid to discuss the issue, and, even worse, a Dentist who will perform treatment before the issue has been discussed, you end up with out-of-control accounts receivable.

Every day I help Dentists put the pieces back together and train themselves and their team on how to overcome the fear of talking about money with their patients. It is not the confrontational experience most of us think it is. It is actually quite the opposite.

What I have found is that patients *want* to know their financial responsibility. Once they know their payment options, their decision about treatment becomes much easier in most cases. It is also easier on the practice, Dentist, and team because we no longer perform work that patients refuse to pay for.

In my Zero Accounts Receivable training system, I discuss exactly how to approach patients and change their thinking toward their dental financial responsibility.

If you and/or your team are having trouble discussing fees with your patients, you may be in the situation where you qualify to be one of the handful of new clients I will work with in the next 12 months.

But I've found through experience that there's only one way to be sure, and that is to have a short conversation on the phone.

In our conversation, I would ask you to tell me about your practice goals and experience, so I can assess whether this training is appropriate for you and your practice. The initial conversation is no charge.

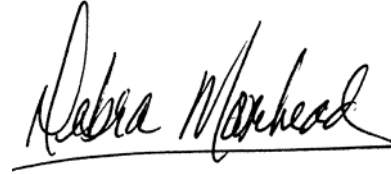
Just like you, my time is limited, but I would enjoy discovering if my advice can help you accomplish your goals and have the impact it has for my clients.

To find out about my availability for a no-charge, no-obligation conversation, please

call my office at (606) 748-1570, or send me a short email at [Debra\\_M@alltel.net](mailto:Debra_M@alltel.net)

Thank you . . . I am looking forward to speaking with you.

Sincerely,

A handwritten signature in black ink that reads "Debra Maxhead". The signature is written in a cursive style with a horizontal line underneath the name.