Fee For Service Academy · Referral Guide

FOR DENTAL MARKETING COMPANIES

WHAT FEE FOR SERVICE ACADEMY DOES

Fee for Service Academy (FFSA) guides established general dental practices through a structured, data-driven reduction in PPO participation. We evaluate each plan, set a strategic exit sequence, prepare the practice's systems, team and patient communications, and support implementation.

Strong Potential Fit:

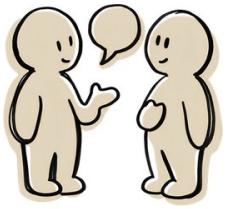
- **Flat or stagnant** year-over-year collections.
- **General dentist** and practice owner (not a specialist).
- Been in practice **8+ years**.
- Has **10+ years** left before retirement.
- Participates in **at least one** insurance plan.
- Doesn't want to **work more hours or sell** the practice.
- Doesn't want to **add an associate**.

Typically NOT a fit:

- Dental specialists.
- Dentists who have not yet felt enough PPO-related pain to want change.
- Those seeking only PPO fee negotiations, a free analysis or a quick plan ranking.
- Those expecting to drop all plans immediately, or unwilling to make operational changes.
- Those focused mainly on rapid expansion, associates or a DSO sale.

LISTEN FOR THESE REFERRAL OPPORTUNITIES

- *We're booked out; we can't take more new patients.*
- *Insurance patients don't pay enough to justify our marketing.*
- *If we drop a plan, where will new patients come from?*
- *How do we tell patients we're going out of network?*
- *Which PPO should we drop first?*



SUGGESTED INTRODUCTION (Email or Group Text)

Hi Dr. **[Name]**, I would like to introduce you to Mark Dilatush, co-founder of Fee for Service Academy. His team helps general dentists strategically reduce PPO participation and improve practice profitability. Since you're thinking about going out of network, I thought it would be helpful for you two to connect. Mark, meet Dr. **[Name]**!

Email: **mark@feeforserviceacademy.com**

Group Text: Mark @ **(609) 433-0649**

Schedule a Chat with Mark: **Click Here to Book**

Fill Out the Form on Our Website: **www.FeeForServiceAcademy.com**

Please include yourself in the email, text or chat introduction so we know who to thank!

COST & NEXT STEPS

FFSA is a comprehensive, paid consulting and implementation program, **not a software subscription or one-time analysis**. Please leave specific pricing and financial discussions to FFSA. After an introduction, FFSA evaluates the practice and determines mutual fit. Referrals do not guarantee enrollment; FFSA makes all final enrollment decisions.