



To Send or Not to Send? to Collections

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37



9



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Should I send this patient to a collection agency or not? That is a question that most Dentists contemplate. But why is it so hard for us to make that decision?

There are a few reasons why we hesitate to send our patients to a collection agency.

1) **bad reviews**-With this age of social media, our patients live on the web and in the social sites. We can no longer ignore the reviews and comments. People buy everything based on reviews and they now even chose services based on reviews. This is definitely a valid issue. However, consider this. It is

actually against most people's ethics to bash another person with a negative public comment. Studies have shown that 20% of the people are just grumpy and are not satisfied with anything anyone can do for them. No matter what you do, there will be 20% of people that will go against the grain and write a negative public comment. In fact, when I read reviews for a business, if I do not see negative comments, I suspect that they were erased, or the positive comments were staged. What you need to do is load the negative comments with 80% of positive ones from the 80% of the people that love your service and are happy.

2) **issues with the previous dental billing of the account**-Providers worry that if their team dropped the ball resulting in errors, now the office has to write-off the patient balance. Examples of dental billing errors a claim not submitted on time creating a patient balance, wrong insurance estimation of the treatment plan, or statements that did not go out regularly so the patient was unaware of the balance. This is a valid issue and the office is responsible for the accuracy of the financial aspect of the services we provide. The solution is to fix the internal billing system and set protocols to ensure accuracy otherwise, the office ends up losing money from insurances and patients.

3) **bad will or reputation**-Providers are afraid that the "word of mouth" will get around town about the greedy Dentist that sends good people to a collection agency. Although that is definitely a possibility, if you have good financial procedures in place, the patient has no-one to blame but themselves for the debt. Follow the Tips of the Successful Collections as listed below.

In Closing...Send the patients to collections if they do not pay you for the service you provided. But at the same time, ensure that you have a sound dental billing system in place. If you need help with dental billing please contact us at 800-652-3431 or visit our website for more information www.dentalclaimscleanup.com

SUCCESSFUL COLLECTIONS

1. Create a Financial Agreement for ALL treatment plans
2. Communicate Financial Expectations

3. Enter Fee Schedules and Estimate Patient's Portion

4. COLLECT AT TIME OF SERVICE

5. Send routine statements and keep the patient informed where the balance comes from

The success rate of payment recovery decreases significantly with the aging of the balance. The best time to recover the balance is at time of service.

Results! Dental Collection Services is unique in 2 ways: NO FEE TO THE PROVIDER (the patient pays the collection service fee so the providers recover their entire patient balance) AND the recovery begins with effective legal letters sent from our network of attorneys.

Please visit our website for more information
www.resultsdentalcollections.com or call 800-418-0687.

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