

Transitioning Your Membership Club?

Five of your most common questions — answered.



illumitrac
SOFTWARE

Transitioning to a dental membership club is one of the most impactful decisions a practice can make — and it's natural to have questions before you take the leap. Here are the five concerns we hear most often and how illumitrac addresses each one.

01 | Will I stay in control of my club?

Completely. Your membership club is yours — you set the pricing, design the plans, define the benefits, and decide how it's presented to patients. illumitrac doesn't dictate your offerings or restrict your strategy like other options. We share what works best for our highest-performing clubs, but you steer the direction based on what's right for your practice and your patients.

Think of us as the infrastructure behind your vision. We provide the tools, structure, and guidance — you own the club.

02 | How difficult is it to set up?

Less than you'd expect. From initial setup to enrolling your first members, illumitrac provides a turnkey solution designed to minimize workload and maximize confidence. Our team walks you through every step — strategy, configuration, training, and best practices. You're never left guessing.

You don't need to build systems from scratch, write scripts, or figure it out alone. We bring the framework; you bring your vision.

03 | Will a membership club improve case acceptance?

Yes — and significantly. Membership clubs remove one of the biggest barriers to treatment acceptance: cost uncertainty. When patients feel they're already part of your practice through a membership, they're more likely to move forward with recommended care. Based on illumitrac data, cash-paying patients on a monthly membership plan are **5x more likely** to say yes to additional treatment.

Clear pricing, built-in savings, and a sense of belonging create higher trust and stronger long-term patient relationships.

04 | Should I offer monthly or annual plans?

Monthly plans consistently outperform annual plans for both enrollment and retention. They lower the barrier to entry, patients can say yes without a large upfront commitment, and create predictable recurring revenue for your practice. Monthly billing also aligns with how patients already pay for most services today.

To protect your practice, illumitrac helps you capture upfront value through an activation fee at enrollment. Simple, familiar, and easy to manage.

05 | Does illumitrac integrate with practice management systems?

Yes, illumitrac integrates where it matters most: tracking membership data and patient communication. Payment posting is intentionally handled separately — because every practice management system is configured differently, and no two offices post payments the same way.

Rather than forcing a one-size-fits-all workflow, we work with your team to build a process that fits your specific system. The result is a setup that feels seamless and doesn't disrupt your existing operations.

The Bottom Line

A well-structured membership club isn't just an alternative to insurance — it's a growth strategy. With full control, turnkey support, and a model built around your practice, the transition is more straightforward than you might think.

Ready to see it in action? [Schedule a free demo at illumitrac.com](https://illumitrac.com).

CATHY TAYLOR

"A truly transformational model."

