

Regain Your Clinical Control  
**Fee-for-Service  
Toolkit**





## Determining Your Patient Value

Before you can make smart decisions about your insurance mix, you need to know what each patient group is actually worth to your practice. Most practice owners are surprised by what the numbers reveal – and more surprised by what they've been leaving on the table.

Use the worksheet provided in this toolkit to evaluate your patient base by insurance group. You'll see exactly which PPOs are driving profitability and which ones aren't earning their place in your schedule.

[Access the Worksheet →](#)



## Work Sheet Example

Summary	Collections	% of Col \$	Unique Pats	% of Pats	Average \$ per pat
<b>Practice Totals</b>	<b>3,159,600</b>	<b>100%</b>	<b>2520</b>	<b>100%</b>	<b>1254</b>
FFS Total	1,110,209	35%	588	23%	1,888
In-Network Total	2,049,391	65%	1932	77%	1,061
<b>Insurance Evaluation Breakdown</b>					
Insurance Name	Collections	% of Col \$	Unique Pat	% of Pats	Average \$ per pat
<i>FFS Pats</i>	1,110,209	35%	588	23%	1,888
Insurance 1					
Insurance 2					
Insurance 3					
Insurance 4					
Above are example numbers* Please download document prior to completing.					

- ❖ **Practice Totals:** All FFS and in-network totals should equal 100% of the practice total
- ❖ **Unique Patients:** Number of individual patients
- ❖ **Rank Your PPOs:** Which group makes up the most of your practice? Which patients are the most profitable? From here, you can make an informed decision about your PPOs

# How Do You Compare?

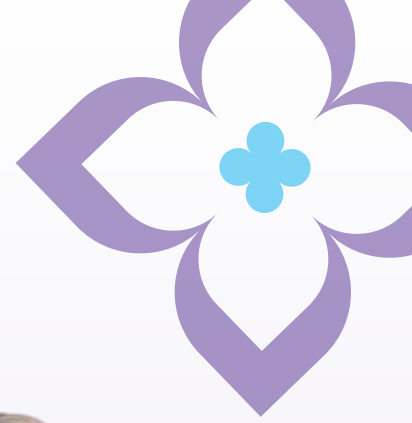
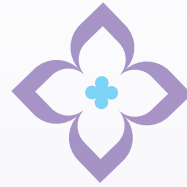
In 2014, Cathy Taylor might have shown similar numbers to your practice. Let's take a look at what Cathy's evaluation looked like before she created her membership club with illumitrac.



## Dr. Taylor's Practice in 2014:

- 82% of her patients were in a PPO
- Each patient value was \$290 / patient per year
- She did not have a membership club
- Her team was working 190 Workdays
- \$713,000 in annual revenue

# Where is Cathy Taylor Today?



With illumitrac as the foundation for a full fee-for-service transition, a practice that was heavily dependent on PPOs is now one of the most profitable per-patient practices in her market – with **zero PPO contracts** and a club that keeps growing.



2014	2018	2020	2022	2024	2026
82% PPOs	No PPOs	No PPOs	No PPOs	No PPOs	No PPOs
\$290 / Patient	\$1,000 / Patient	\$1,100 / Patient	\$1,200 / Patient	\$1,700 / Patient	\$# / Patient
0 Members	337 Members	350 Members	532 Members	# Members	# Members
190 Workdays	183 Workdays	183 Workdays	183 Workdays	183 Workdays	183 Workdays
\$713 K	\$1.2 M	\$# M	\$1.6 M	\$1.6 M	\$1.7 M



## Education & Communications

Patients don't leave practices because of a transition — they leave because they felt uninformed. Keeping your patients loyal through a PPO exit starts with clear, proactive communication about what's changing and what's available to them instead.

Our asset library, available to illumitrac customers, includes everything you need to educate and communicate with patients throughout your transition — from waiting room materials to direct outreach templates.

**Already a customer?** Access your asset library through your dashboard →

# Your Numbers Are Ready. Now Let's Build the Plan.

illumitrac gives you the software, the strategy, and the onboarding support to move from PPO-dependent to fee-for-service – on your timeline, at your pace. If you're ready to see what that looks like for your practice specifically, schedule a free demo today.

[Schedule Your Free Demo →](#)



**Alatus**  
Solutions

## Dentistry's Best In Memberships | Marketing | Staffing



**illumitrac** gives dental practices the only membership club software where the practice owns everything – the club, the members, the data, and the profits.



**Amplify360** drives profitable growth by combining marketing with practice diagnostics and growth services.

[Learn More about Amplify360](#)



**DentalPost** provides access to the best talent pool in dentistry, plus expert guidance on hiring and retention.

[Learn More about DentalPost](#)