

Guide to _____

Medical Reimbursement for Dentists and Orthodontists





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Introduction

As dentists and orthodontists, you are the go-to doctors of the head, neck, and face. You pursued a medical career to help people, and you know you can contribute more than just straighter, whiter smiles.

With an estimated **22 million Americans** suffering from sleep apnea¹ and **10 million Americans** suffering from TMJ disorder², the numbers tell a clear tale: There are literally millions of people out there searching for relief from painful symptoms caused by a dental force imbalance.

And what if we told you that **20 percent or more** of your dental patients are suffering from debilitating, potentially chronic symptoms? What's stopping you from helping those patients—the ones who are so desperate for relief from pain? We know exactly what's stopping you: medical reimbursement.



“We’ve had the pleasure of meeting or working with many dentists, and I think at the heart of it—especially for those who are really successful—it’s always been about that desire to help. And, you know, obviously to create and to do beautiful work as well.”

Patrick Kircher, president and CEO of TruDenta

Historical Challenges of Dentists and Orthodontists Receiving Medical Reimbursement

Limited reimbursement options have held dentists and orthodontists back for years, making it financially impossible to dedicate time and resources to treat more serious medical conditions. We'll tell you a little bit about the limitations of both dental and medical insurance—each of which has totally different rules and processes.



Dental Insurance Limitations

Dental insurance is very limited. Patient plans often require high deductibles and cover a limited scope of treatments. In comparison to medical insurance, dental insurance functions more like a discount card—not to mention that many of your patients may not have dental insurance at all.



Medical Insurance Limitations

When it comes to medical insurance, dentistry services are often seen as out of scope. In other words, insurance companies can't really make sense of why dentists and orthodontists might need to file medical insurance claims. It can be more difficult to submit medical claims because they require very specific language in order for them to be billed correctly.



The ability to access medical insurance reimbursement can significantly increase patient case acceptance rates and overall practice revenues. More patients have medical insurance than dental insurance, and the limits are far higher. As such, practices offering medical insurance reimbursement services have much higher acceptance rates than those only offering a fee-for-service option. Ultimately, medical reimbursement offers dental professionals the opportunity to broaden the scope of treatments they offer and help treat more patients than ever before.



“In the marketplace today, there are people who’ve built more intuitive software packages that complement what you do. They have a different way of repackaging or putting it out, or making it easier on your staff. But at the heart of the issue is with a DDS submitting to medical—no matter how coding-specific you get, how much time you spend on training, or what software you use—you still don’t have contracts.”

Patrick Kircher, president and CEO of TruDenta

How a Medical Specialty Network Opens Access for Dentists

Despite the obvious limitations of both dental and medical insurance, there are still options available to dentists and orthodontists who want to treat more complex medical issues, such as sleep apnea.

That's where a medical specialty network comes into play. A medical specialty network is a group of medical providers that provides a range of benefits to members. Some of the benefits of joining include:

Physician oversight

Specialty physicians help supervise your patients and provide direct medical oversight, as well as telemedicine services when they're needed.

Medical compliance

Ensure compliance with medical guidelines and add credibility to treatment decisions with physician sign-off.

Protection and validity

Minimize the risk to your dental practice and protect yourself by ensuring you're meeting all regulatory guidelines.

Nationwide coverage

Access nationwide coverage with a group that's contracted with several in-network health plans.

A medical specialty network is completely different from a billing company in that it is completely dependent on your success. In other words, they get paid when a claim is paid and receive nothing when it's not. This offers the opportunity to form a true partnership, rather than simply going back and forth over what's covered.

Medical Insurance Reimbursement for Treating Sleep Conditions

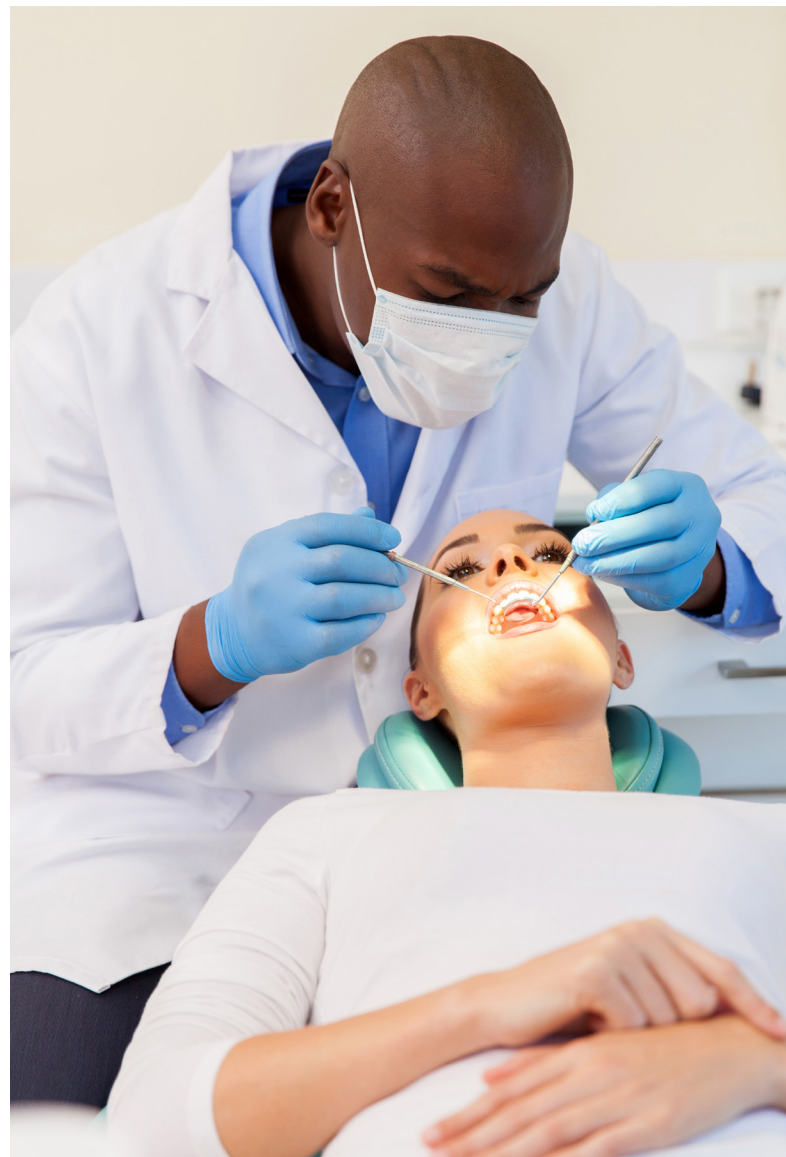
TruDenta has formed a strategic partnership with a medical specialty network called [Dedicated Sleep](#), which provides access to a sleep program for dental practices that work with TruDenta. Dedicated Sleep works with dental and orthodontic practices on cases in which the patient has both a dental and a medical diagnosis. For example, practices that are part of the program can offer treatment for sleep conditions such as TMJ disorder, sleep apnea, and cone beam as medical reimbursement services.

Because we are part of a medical specialty network, diagnosing and treating these conditions with TruDenta will grant you in-network access to the four major medical insurance companies.

The Dedicated Sleep partner program allows dentists and orthodontists to offer all care from within their own practices, meaning they don't have to refer patients out to seek relief. The program also provides direct medical oversight from specialty physicians who can help supervise and support you while you work, allowing you to confidently diagnose patients with debilitating issues. Alongside licensed sleep physicians, you can offer a new, unified approach to patient care. What's more, physician oversight helps ensure you're always medically compliant and meeting all regulatory guidelines.

Of course, the medical benefits are only some of the perks that come with joining the Dedicated Sleep program. Because they're contracted with in-network health plans nationwide, more patients can say yes to the medically necessary dentistry treatments they need.

When it's time to navigate the medical billing process, advisors are available to help ensure every step is compliant and submitted correctly—meaning you'll never be stuck trying to make sense of medical billing complexities alone.



How the New TruDenta Drives Higher Reimbursement Rates

Now we'll tell you a little bit about TruDenta and how our Dedicated Sleep Partner Program has transformed our business—and can transform yours! First, let's talk about what has changed at TruDenta.

TruDenta 1.0: The OLD TruDenta

In the past, the majority of TruDenta member practices have provided TruDenta care to patients on a fee-for-service basis. The old TruDenta focused largely on treatment for headaches and migraines, which wasn't covered in the historical DDS billing model and required patients to make out-of-pocket payments. Patients typically pay using cash, a credit card, or financing for the treatment with patient finance options such as CareCredit.

With out-of-network treatment options, high deductibles, and inconsistent or low reimbursement, it's no wonder that these practices usually treat less than 10 patients per month with TruDenta. But that's all changed with the [NEW TruDenta](#) and TruDenta's partnership with Dedicated Sleep.

TruDenta 2.0: The NEW TruDenta

The new turnkey model for TruDenta helps drive higher medical reimbursement rates than ever before. Revised protocols designed to fit medical billing make it possible for dentists and orthodontists to incorporate sleep and medical reimbursement alongside TruDenta. Ultimately, tying into medical insurance is the key to unlocking your return on investment and delivering results to your patients.

Unlike in the past, the largest TruDenta member practices are now treating up to 50 patients (or more!) per month. These practices are paid with a combination of fee-for-service payments and payment through your patients' medical insurance plans. The amount collected from medical insurance varies, with a myriad of factors coming into play, including the state, the carrier, deductible amounts, and the specific policy features. However, in many cases, reimbursement rates can be 2-3 times higher than they would be otherwise.



What Hasn't Changed About TruDenta

Of course, there are a few aspects of the TruDenta system that will always remain the same. First and foremost, TruDenta still offers life-changing, patented diagnoses and therapies cleared by the FDA, allowing us to help relieve patients from chronic pain. In addition, the TruDenta team is always available for on-site training and support to help you make the most of the system.

Along with a unique approach to treating chronic conditions, TruDenta also still offers the ability to build a business within your business by creating non-doctor production for your practice. This essentially means that after training, you can rely on your support staff to provide treatment to patients, helping you with time management and driving a higher return on your investment in the process.

Recommended Best Practices for Providing TruDenta

By following best practices, you can take advantage of TruDenta 2.0 and reap the rewards of getting medical insurance reimbursement and helping patients. The key to achieving great patient outcomes is to move slowly and surely. The new TruDenta is about quality, not quantity—that's why it's important you don't miss a service or step.

Instead, take a slow, thorough approach by spending time with patients, asking them about their specific needs, and documenting the time spent. As a general rule of thumb, try to spend at least 30 minutes with each patient; this time will provide the best chance at receiving the maximum reimbursement and the most successful outcomes for your patients.

The average payment for a sleep study or a TruDenta case is around \$5,000, but reimbursement can add up to \$6,000-\$8,000 for combination or long-term therapy patients.



Medical insurance reimbursement is a complete game changer for dental and orthodontic practices in numerous ways. It can enable you not only to grow your practice by expanding your scope of treatment, but also to take your patient care to the next level—so it's not only a game changer for you, but also for your patients.

With TruDenta's diagnosis and treatment system, you can help patients who've had dental imbalances left untreated for years, ultimately freeing them of chronic pain and completely changing their lives. After all, that's why you got into this business in the first place, right?

If you're still scratching your head trying to make sense of accessing medical insurance reimbursement for your dental or orthodontic practice, the TruDenta team can help.

Request a free medical reimbursement consultation to learn more about maximizing reimbursement with TruDenta, our new medical specialty network option, and our life-changing approach to patient care.

REQUEST CONSULTATION



About TruDenta

TruDenta is an FDA-cleared system of medically necessary dental therapies, designed to address chronic pain caused by migraines, headaches, TMJ disorder, sleep apnea, tinnitus, vertigo, and other symptoms associated with underlying dental force imbalances.

Because of our new partnership with Dedicated Sleep, you can maximize your medical reimbursement claims—increasing your revenue while providing life changing patient care.

REQUEST CONSULTATION

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