

## Contact Information



## DENTAL CONCIERGE® CLUB

Dental Concierge® Club  
Build your future today

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## What Disney sells:

All Disney's efforts— from feature length animation, to theme parks, etc. —deliver on one formula:

“We sell happiness.”

The future shaping dentistry and how it is delivered and paid for, it's all about value and outcomes:

“Dentistry sells a Pathway to Wellness”

## Subscription Model

“That's the beauty of subscription models: when products start turning into services, all sorts of unexpected new value and innovation is unleashed”.

Tien Tzuo  
CEO, zuora.com

## Disruption

No different than Uber is to the Taxis business (convenient, cost effective, providing immediate value Vs. not timely, more expensive and less convenient), Club membership programs will be disruptive to the insurance industry an In-house discount programs

## Dental Concierge Club Vs.

## In-House Discount Plans

Most current offerings in “membership” programs:

- Are Just In-House Discount plans
- Offer few if any membership benefits
- Offer no benefits to insured patients
- Primarily directed at the uninsured patients
- Can attract price sensitive consumers.



***Without a robust  
foundation of exceptional  
patient value your practice  
will be vulnerable to  
competitive threats from all  
sides***

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# DENTAL CONCIERGE® CLUB

## The Consumerization of Dentistry

In the new economy patients are no longer passive recipients of care financed by others. They are now more responsible for managing and paying for their own healthcare. As consumers they are quickly becoming:

- Better informed
- More discriminating
- Intolerant of poor service.

## The Best value in Healthcare is staying healthy

As healthcare consumers, wellness and “Self-Care” have become a lifestyle choice as well as economic imperative. They are searching for a reliable cost-effective resource for “Guided Self Care”.

## This is good news

While many practices are struggling to improve quality and cut costs, progressive practices are focusing on improving the TOTAL patient experience.

## Your Untapped Opportunity

It's simple- if you consider yourself a patient-centric practice you should be implementing patient-centric solutions. Return on investment now takes a backseat to Return on Involvement

## Scale your profits-not your workforce

Amazon Prime members spend an average of \$1,400 per year vs. \$600 for non-Prime customers. They shop on Amazon 26 times per year vs. 14 times for non-Prime customers.

## Co-Active Care

You can “Prime” Your Patients. Your patients don't want to be marketed to; they want to be engaged with. They are looking for more consistent and convenient care, beyond an occasional text or email. The convergence of these trends has resulted in the US becoming a subscription economy.

## Co-Active Care



## Guided Self-Care

Has Walgreens, CVS, or Walmart ever sent you a patient? Don't let revenue based on your expertise walk out the door. Guided self-care from you as a trusted professional should to be an integral part of your treatment plan. As part of the Dental Concierge Club, Oralogix's e-commerce store linked to your website, can easily automate this process.



## Your Dental Concierge® Club

*Build your future today*

Your Dental Concierge® Club is not dental insurance. It is a membership program designed to attract wellness centered patients looking for value not price. All patients are eligible; insured and uninsured patients. There are no waiting periods, no deductibles, no preauthorizations and no yearly maximums required. Nothing to get in the way of your doctor patient relationship.

- Custom membership designed by the practice, benefits for both insured and non-insured patients
- Rewards and additional benefits
- Pre-established personal lines of credit



**ALPHAEON®**  
CREDIT

- Access to exclusive on-line self-care products and integrated wellness programs
- Custom marketing plans (work directly with professional dental marketing companies)
- Discounted fee schedule
- Reduced administrative cost of the practice
- Increases both active and passive revenue for the practice