



# HOW-TO GUIDE: STARTING THE CONVERSATION WITH DENTAL OFFICES

Tips for building relationships with local dental offices.

## Starting the Relationship

Your goal is to become a local, trusted resource for Medicare guidance. Here's a few ideas to start relationships with dental offices.

- Search to find dental offices in your area that accept Medicaid and Medicare.
- Call each dental office to introduce yourself as a local agent and community resource.
- Ask when you can bring in lunch for the office.
- When you visit, bring a copy of your introduction letter and flyer to leave with them.
- Ask them about any upcoming events, and offer to participate. Offer to laminate their patients Medicare cards.
- Be real. Be friendly - when they can tell that you care, they will care about what you offer.

### Be Compliant!

Your interactions with health care providers need to always adhere to the the Federal Anti-Kickback Statute (42 U.S.C. 1320a-7b), a criminal law which places strict limitations on payments or gifts connected to health providers or patients who receive federally funded services. Find out more [here](#).



## Understanding What Dental Offices Care About

Provider offices all work in unique ways, but dental offices will often have common concerns and needs for helping their patients. Get to know some basics so you're ready to help:

- Patients may delay services or leave completely due to lack of coverage.
- Get to know the available dental plans that patients are using.
- Learn which dental plans in the area have changed coverage recently.
- Know the new covered services in available dental plans.

## Nurture the Relationship

Increase your "stickiness" so that each dental office remembers you with simple gestures:

- If you offer a client newsletter, ask if you can place it in their waiting area.
- Keep building relationships with the office:
- Offer to bring flowers for the front desk.
- Deliver healthy snacks for the office staff (make sure you leave a note with the food, reminding them you have stopped by and how to get in touch).
- Talk to everyone you encounter to build relationships: billing clerk, receptionist, dentists, hygienists and so on.
- Create branded items that the staff or patients can use: pens, notepads, calendars or magnets.

## Be Their Local Resource

Your relationship with dental offices can help both their business and their patients' well-being. You help the dental office serve patients better by answering their patients' dental coverage questions and supporting higher patient satisfaction.