

*KLEER GETS **RESULTS!***

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Data collected from Klear customers shows that practices with well-designed, modern, and automated membership plans increase uninsured patient production by 172%!

Klear doesn't just help practices design and grow membership plans, Klear works with its customers to measure results. Klear pulls data from practice management systems to compare visits, treatment acceptance, production, and collections of Klear patients versus uninsured patients. The analysis is used to understand the impact Klear is having on patient behavior and practice performance and to validate membership plan design. Klear has been completing this analysis for its dental practices for over 2 years and the average results across the practices are summarized below.

RESULTS!

■ Uninsured patients ■ Klear patients

Visits



Treatment Accepted



Production



Collections



**Performance of Klear patients versus uninsured patients based on data from the practice's PMS*

As you can see, Klear has a dramatic impact on patient behavior and practice performance. These results are consistent across solo, group, and DSO practices no matter location or insurance participation status. The following pages include results for five practices that are a good sample of the practices analyzed.

Independent Practice Redesigns, Reprices, and Automates their Membership Plan

STUDY 01

Challenge

This practice offered an in-house membership plan that was underpriced and manual. The team was unnecessarily giving away care at a steep discount and spent a lot of time and effort managing the plan. As a result, the plan was not profitable and became impossible to administer when they reached 100 members.

Practice Profile

- Located in Southern CA
- Independent single location
- 1 dentist

Insurance Status

- Fee for service

Solution

Kleer worked with the practice to redesign and reprice their membership plan so that it aligned with patient demographics and was profitable for the practice. This included a care plan designed specifically for seniors with a slightly lower subscription price in exchange for receiving treatment from 1-3PM. This created a win-win scenario since seniors were available in the afternoon when the practice had open chair time. Kleer's platform also automated patient sign ups, benefit tracking, payment processing, and renewals enabling the team to focus on patient care instead of membership plan management.

RESULTS!

■ Uninsured patients ■ Kleer patients

Visits



Treatment Accepted



Production



Collections



**Performance of Kleer patients versus uninsured patients based on data from the practice's PMS*

Dental Group Ditches In-house Membership Plan to Scale and Improve Results Across Locations

STUDY 02

Challenge

This group practice had an in-house plan that was a hassle to manage and could not scale across locations. The office teams were frustrated with manual activities that kept them from patient care while the group management team was frustrated that they could not track results across locations. The patient experience was very poor requiring a paper-based sign-up process in the offices. In addition, the membership plan was identical across locations, missing an opportunity to customize the plan based on varying patient demographics, office expenses, and dentist treatment preferences.

Practice Profile

- Located in North Carolina
- 4 location group practice
- 9 dentists

Insurance Status

- In network

Solution

Kleer worked with the practice to design a membership plan that was customized for each location. The plans account for local patient demographics, dentist treatment preferences, and economics. Each location promotes their plan using Kleer's custom website widgets, patient landing pages, digital marketing tools, and in-office brochures. Patients can easily enroll by scanning a QR code included on the marketing materials. The practices track and manage their plan from the Kleer Practice Portal while the group management team uses the Kleer Group Portal to track performance across locations.

RESULTS!

■ Uninsured patients ■ Kleer patients

Visits



Treatment Accepted



Production



Collections



**Performance of Kleer patients versus uninsured patients based on data from the practice's PMS*

Independent Practice Modernizes their Membership Plan and Boosts Performance

STUDY 03

Challenge

This practice offered a paper-based membership plan to their patients. They had a “sad” piece of paper at the front desk and were ashamed to offer it to patients. Not surprisingly, they did not advertise the plan and had no information about the plan on their website. After 2 years they had enrolled just 15 patients. They knew other practices were having success with their membership plans and decided it was time for a change.

Practice Profile

- Located in Ohio
- Independent single location
- 2 dentists

Insurance Status

- In network

Solution

Kleer designed a modern membership plan that included 3 care plans for children, adults, and perio patients. Team members can easily enroll patients from the front desk using the Kleer Practice Portal. Patients can also enroll on their own by scanning a QR code. Kleer provided professional, custom marketing materials including patient brochures, a website landing page, digital assets like Google Ad templates, direct mail assets including seasonal campaigns, and talk tracks that help the team discuss the membership plan with patients. The team is now proud of their membership plan and enrolled 105 patients in the first 12 months.

RESULTS!

■ Uninsured patients ■ Kleer patients

Visits



Treatment Accepted



Production



Collections



**Performance of Kleer patients versus uninsured patients based on data from the practice's PMS*

Group Practice Automates and Personalizes their Membership Plan

STUDY 04

Challenge

This practice offered a paper-based membership plan that required patients to come into the office, fill out a form, and hand it to the front desk. Enrollments, renewals, and payment processing were manual, time intensive, and often tricky when credit cards expired or patients were unreachable. The paper-based plan was the same across all locations with no accommodations for local patient demographics or dentist treatment preferences. And there was no centralized reporting, so the group management team relied on spreadsheets from the offices to track performance.

Practice Profile

- Located in New Jersey
- 5 location group practice
- 15 dentists

Insurance Status

- In network

Solution

Kleer worked with the practice to design a modern, automated membership plan that was customized by location. Kleer automated time intensive tasks including patient enrollment, membership status, payment processing, and renewals. The Kleer platform includes a practice portal where each location can track and manage its results and a group portal where the group leadership team can track and manage results across locations in real time.

RESULTS!

■ Uninsured patients ■ Kleer patients

Visits



Treatment Accepted



Production



Collections



**Performance of Kleer patients versus uninsured patients based on data from the practice's PMS*

Independent Practice Redesigns and Automates their Membership Plan to Better Serve Uninsured Patients

STUDY 05

Challenge

Although in-network with multiple insurance plans, this practice has a lot of uninsured patients due to its location. They created an in-house plan to address the needs of these patients and it quickly grew to 100+ patients. The plan became very difficult to manage and the office team spent a lot of time manually processing payments, trying to determine if plans were active, and making calls to renew plans. Knowing that membership would continue to grow significantly they searched for an automated and scalable solution.

Practice Profile

- Located in Central CA
- Independent single location
- 1 dentist

Insurance Status

- In network

Solution

Kleer started by designing and pricing care plans based on patient demographics and the dentist's treatment preferences. This included care plans specifically designed for existing and new patients. For example, the adult new patient care plan includes new patient exams and full mouth x-rays. Kleer automated the time intensive tasks of managing a membership plan including patient enrollment, membership status, subscription payment processing, and renewals. This enabled the team to easily scale the plan past 100 patients while focusing on patient care instead of membership plan management.

RESULTS!

■ Uninsured patients ■ Kleer patients

Visits



Treatment Accepted



Production



Collections



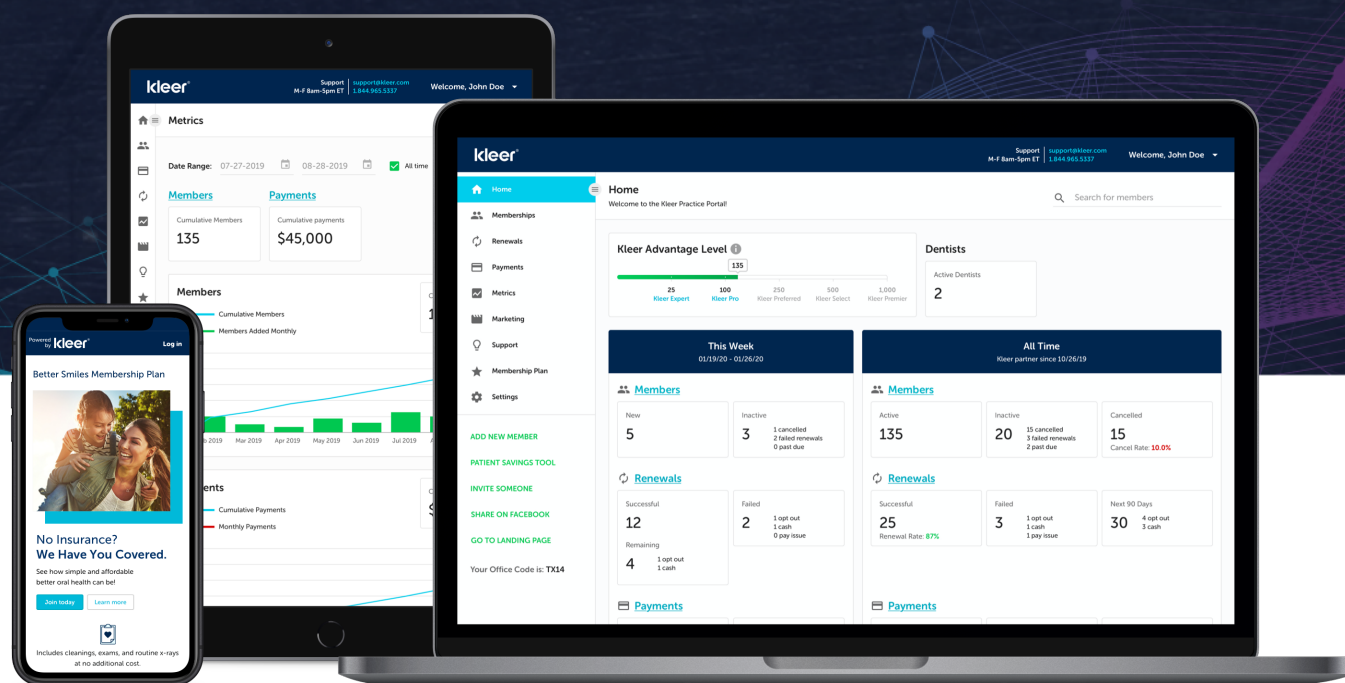
**Performance of Kleer patients versus uninsured patients based on data from the practice's PMS*

WHY KLEER GETS **RESULTS!**

Uninsured patients think differently than insured patients. They worry about the cost of care (including hygiene), hate not having coverage, and think they are paying too much. They do not have a good way of determining what they should pay and are uncomfortable negotiating fees. In short, they feel exposed. As a result, they avoid visits and turn down treatment.

Kleer gives your uninsured patients the coverage they want and brings them closer to your practice. They feel like a true member of your practice and trust that you will treat them right. As a result, they complete their hygiene visits and accept the care they need.

Kleer creates a win-win: your patients get better care and you get loyal patients that visit more often and accept more treatment.



Schedule your consultation today!

Kleer will work with you to design, price, and implement a membership plan that gets **RESULTS!**

➔ [Schedule my FREE consultation](#)

