BOOMCLOUD

PPO Termination Target list

Intro: Cutting Out PPOs is a process but it can greatly benefit your profit margins and your patient experience. Here are some recommendations. Here is a target list of plans to go out of network. **This is not legal advice.**

Go Out Of Network

- [ ] **Aetna:** This plan allows the Fair Health 80th percentile out of network. Be sure to research your contract and options.
- [ ] **Cigna:** This plan allows the Fair Health 80th percentile out of network. Be sure to research your contract and options.
- [ ] **Guardian:** This plan allows the Fair Health 80th percentile out of network. Be sure to research your contract and options.
- [ ] **MetLife:** This plan allows the Fair Health 80th percentile out of network. Be sure to research your contract and options.

- [ ] **Start a Membership Plan:** Before going out of network with any plan it is crucial that you have your own membership plan to help you retain out of network patients with your plan and to attract uninsured patients. This is key.
- [ ] **Start with one Plan:** Make sure you don't overload your team. Focus on going out of network with one plan at a time and then duplicate the process.
- [ ] **Ensure Your Team is Committed:** Your team has to be involved, committed and understanding of the benefits to the patient and the benefits to the practice. They also need to understand why a membership plan is crucial for retention and new patient attraction.
- [ ] **Start your Marketing Engine:** If you do not have a way to attract new patients, get with a marketing firm or assign someone from your team to "own" this job role. You will want to reinvest your higher profits to create a lead generation machine for your practice.

Other Resources

Fairhealthconsumer.org: Use this to research pricing in your local area. Watch the Terminate PPO course with Jordon Comstock & Ben Tuinei.

BoomCloud.com: Use this software tool to help you create plans, automate payments, manage membership patients and attract out of network & uninsured patients.

VeritasDentalResources.com: Use this company to help you negotiate your current fees and get more strategic consulting to cut out PPOs.