

Dentists Can Now Use Plan-Building Tool to Help Uninsured Patients

This custom dental plan-building tool enables dental practices nationwide to create their own in-house discount plan to increase patient loyalty.

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Bruce Bernstein, Vice President of Global Sales at Launch Loyalty

2017 – Dentists can now help uninsured patients using a new, custom dental plan-building tool. The tool, launched last week, enables dental practices nationwide to create their own in-house discount plan to increase patient loyalty and help those in need of more affordable prices.

“Building an in-office plan is a way to help further the dentist-patient relationship, to open the door for new patients and to improve treatment plan acceptance for existing patients—especially those who are uninsured or underinsured,” said Bruce Bernstein, Vice President of Global Sales at Launch Loyalty. “In-office discount plans are one of the most effective ways to attract new cash-paying patients to practices and improve loyalty to a practice. Membership to in-

office plans means loyal patients.”

The tool was developed by Launch Loyalty, a brand powered by Careington International Corporation. Following a few online steps, dentists can use the tool to create a custom, private-label discount plan that comes with a custom website. The website allows new members to sign up online, choose flexible recurring billing and access a live-agent call center service through Launch Loyalty. This online portal can also be used by dental offices to verify patients’ plan status.

“One in five dental offices are now offering in-house discount plans,” said Lauren Kelly, Business Development Manager at Careington. “A do-it-yourself program can not only be daunting, but it also comes with some associated risks. Many are unaware that these plans are regulated on a state-by-state basis, and through this solution, the Launch Loyalty team removes that burden from the dental offices.”

Launch Loyalty provides dentists throughout the nation the protection of Careington’s discount plan licensure and PCI-compliant payment processing capabilities. Licensure is required in many states to offer an in-office discount dental plan.

Additionally, dentists will be able to customize their plan to include discounts on vision care and prescriptions in a future release. This will help increase the overall plan value for them and savings potential for patients, further boosting patient loyalty and retention.

The Launch Loyalty brand officially launched late last week, and new in-office plans will be effective as early as July 1, 2017. For details or a demo of the new Launch Loyalty platform, or to launch your

in-office patient loyalty plan today, contact Bruce Bernstein or Lauren Kelly. You may also visit <https://launchloyalty.com> or call (844) 40-LOYAL.

About Launch Loyalty - Launch Loyalty is a first-of-its-kind platform designed for dentists and powered by Careington International Corporation, a nationally licensed discount plan organization and experienced dental plan administrator. Launch Loyalty leverages Careington's extensive, 40-year dental industry expertise, industry compliance and PCI and HIPAA compliance to offer a truly unique solution to dental offices nationwide. The tool allows dentists to create custom, in-house discount plans designed to help patients save money on dental care and treatment that's critical to maintaining good oral health, and overall health and well-being. Launch Loyalty is the smartest way to build and manage a patient loyalty plan. Visit <https://launchloyalty.com> to learn more, or call toll-free (844) 40-LOYAL.

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