

Reopening Announcement for Very Gentle Dental, Mark Oberferst DDS and Staff

June 29, 2020

Dear Patients:

We are pleased to announce that we shall be opening our dental practice for business on August 10, 2020.

Our office has implemented major changes to provide you with a high level of safety while maintaining quality care.

We will be operating at about 50% decreased capacity due to the additional time and precautions that are required and recommended by the New York State and the American Dental Association to keep you safe.

Precautions that shall be taken:

We request that you wait in the parking lot until we call you or come out get you. We request that only you, the patient, come into the office. A touchless thermometer reading will be taken upon entry. We ask that you wear a facemask prior to office entry. If you do not have a face mask, one shall be provided for you. ***Please wear a face mask at all times while in the dental facility***, except when seated in the dental chair. Please utilize the provided touchless hand sanitizer upon initial doorway entry.

Please utilize the hand sanitizer in the dental operatory prior to exiting the dental operatory.

Currently our office has only one hygienist. We are doing our best to hire another hygienist.

In the initial phase of our opening, we will be restricted to taking patients 16 years of age or older who can comfortably be treated without being accompanied by an adult to the operatory. As we gain experience in our opening phase, we shall be able to see children and young patients less than 16 years of age as soon as possible.

Announcing that our office is in the process of no longer being a provider for your insurance company

Why we are doing this?

How this will affect you?

How we can make this more acceptable to you?

Why we are doing this?

1. Our dental office has been a provider for most dental insurances since the beginning of our practice over 25 years ago. We have successfully been able to practice, while accepting current insurance reimbursement rates. We have discounted our UCR fees (Usual, Customary, and Reasonable-Private fee schedule) by 35-60% to be a provider for many dental insurances.
2. Dental insurance companies have not increased their reimbursement fees to cover the additional costs associated with our ability to maintain quality of care and safety. There has been the resistance to reasonably reimbursing the PPE expenditures that are necessary and costly.
3. To provide dentistry of good quality, while maintaining the necessary precautions and safety measures, the amount of dentistry we shall be able to deliver will be decreased by approximately 50%, while the cost of delivering dental services has substantially increased.
4. The following are only some of the protocols requiring additional time. Prescreening patients by phone. Screening patients in person. Extensive deep cleaning and disinfecting of treatment rooms. Extensive daily ongoing surface cleaning. Dressing and removal of PPE in between patients. Daily ongoing disinfectant misting applications of hypochlorous acid. Staff contact of patients in parking lot. Social distancing. Patient

- hand sanitizing and maintaining of sanitizing stations. Limited or no patients in the waiting room. Inability to have patient operatories occupied by multiple patients or providers while maintaining social distancing.
5. It is not possible *under current circumstances* to maintain or sustain this dental practice.

How This Will Affect You?

1. Although we are not a Provider for your dental insurance, we will assist and process your dental claims.
2. We will ask that you pay the “uncovered portion” of your dental treatment at time of service including a \$15- \$20 fee for PPE at each appointment.
3. We will submit and collect the “covered portion” of your dental benefits from your insurance company.
4. If we determine, that your insurance company is unwilling to send to us payment for your dental services, and instead, has the practice of sending the dental benefits insurance check to you, the patient, then we shall submit the insurance claim to your insurance company on your behalf, however, you, the patient, shall be responsible for payment of the dental treatment being rendered at the time of service.
5. Please read below as to how we will be able to assist you in lowering the cost of your dental treatment, while maximizing your insurance benefits.

How Can We Make This More Acceptable?

Very Gentle Dental is offering an Out of Network Insurance Dental Discount Plan.

You will still be able to utilize your dental insurance, however, we will substantially discount our UCR-Private fees by 20-25% when you enroll in our Discount Plan.

See the Discount Plan below on next page

What Are Some of the Safety Upgrades of Your Office?

Extraoral suction units to above patient to remove aerosols (HEPA and UV filtration)

12 Airpurifier units in all dental operatories, waiting room, front office

HVAC airpurifier unit directly connected to ductwork, multilayered filtration including HEPA filtration

Plexiglass partitioning

Touchless hand sanitizer stations throughout facility

Touchless soap cleansing stations throughout facility

In Office Washer/Dryer in basement for PPE and other laundering

UV sterilization cabinet

Isolite mouthpieces (intraoral disposable suction mouthpieces)

PPE: KN95, N95 Masks, Face shields, Surgical Gowns, Headcaps

VERY GENTLE DENTAL

Healthy Mouth Dental Discount Plan

For Out-of-Network Insured Patients

Benefits:

A discount to our typical service fees for patients who visit our practice with Out-of-Network insurance plans.

- 20% OFF X-rays, Exams, Dental Cleanings, Periodontal Services, Preventative Services
- 20% OFF Fluoride
- 20% OFF Dentures, Partial, Implants
- 20% OFF Crowns, Bridges
- 20% OFF Dental Sealants, Fillings, Core Buildups, Periodontal Treatments
- 30% OFF occlusal guards, in-house teeth whitening. Occlusal guards and bleaching services are generally not covered by insurance
- Unlimited use of discounts throughout calendar year. Most insurers allow only \$1,000-2,000 of coverage per year
- Auto recurring yearly enrollment fee of \$75 will be discounted by \$25 provided credit card is kept on file. (Credit card not on file, then renewal fee is \$75).

Investment:

A non-refundable fee of \$75 (additional family members are \$25.00 each) is required to enroll in our discount plan. Date of patient enrollment will serve as discount plan anniversary. Plan renewal is automatically charged to credit card on file, however, may be cancelled at any time before renewal without penalty.

Important Plan Details:

Participation is in effect for one year following payment. This is not dental insurance. Appointment times may be limited. It is the responsibility of the member to schedule appropriate visits during membership period. There are no refunds of unused appointments, Membership is available to all out-of-network dental insured patients. Savings valid at Very Gentle Dental only. Services requiring a Specialist are not subject to this discount plan.

FAQ:

-How does Very Gentle Dental determine its fees?

-On an annual basis, NDAS (National Dental Advisory Services) provides to us a nationwide dental survey of fees.

We reference NDAS fees for area code 13066 in the 50th percentile to get a true average of fees in our area.

-Why do we not participate with all insurances?

-Dental insurance companies dedicate about 55% of every benefit dollar to patient care. Due to the Covid-19 crisis, capacity to see patients will be decreased. For your safety, we must allocate additional time to meet the requirements for patient prescreening, social distancing, monitoring of the office environment, safety controls, precautions, and much enhanced deep cleaning and disinfection. In response to Covid-19, most insurance zero reimbursement for the considerable additional cost and time invested in patient screening which is the first and most necessary step in maintaining patient safety. It is simply not affordable to insurance company while still providing excellent dental care. However, we are happy to file electronically, even if you are covered by an out- of-network provider.

Primary Plan Holder:

First Name: _____ Last Name: _____ M.I. _____ D.O.B: _____

Address: _____ City: _____ State: _____ Zip: _____

Contact Phone #: _____ E-mail: _____

Annual Membership Fee...\$75

Additional family member add ... \$25 each

Additional Family Members you wish to enroll:

1. Name: _____ Relationship: _____ Birthdate: _____

2. Name: _____ Relationship: _____ Birthdate: _____

3. Name: _____ Relationship: _____ Birthdate: _____

4. Name: _____ Relationship: _____ Birthdate: _____

5. Name: _____ Relationship: _____ Birthdate: _____

Payment Method:

Cash (In-office only**) (Do not mail cash payments) Check (Make check payable to Very Gentle Dental and
enclose application with payment) Credit Card #: _____

Exp. Date: _____ CVC: _____

Auto Renewal: Enroll now and save \$25 on next year's fee!

*** I, _____, **authorize Very Gentle Dental** to charge my credit card each year upon my anniversary date to automatically renew my enrollment in the Healthy Mouth Dental Discount Plan. My decision to cancel my membership will be done before my yearly anniversary payment is made, at which point my payment is non-refundable.

7085 Genesee, Fayetteville, NY 13066

By signing below, I acknowledge that I have read the Dental Savings Plan brochure and understand the plan details, benefits, and limitations.

Member Signature:

_____ Date: _____