

The FFS Practice Blueprint

Build a Fee-for-Service Practice That Thrives

RID.ACADEMY

The FFS Readiness Score

Assess your practice readiness. Rate each item 1-5 (1=Not Ready, 5=Completely Ready):

Assessment Area	Rating	Notes
Patient relationship and loyalty strength	_____	
Financial reserves (6+ months expenses)	_____	
Team understanding of business model	_____	
Technology systems for patient billing	_____	
Marketing and patient communication plan	_____	
Pricing analysis and fee schedule development	_____	
Insurance credentialing review completed	_____	
Patient communication strategy prepared	_____	
Staff training program developed	_____	
Financial projections completed	_____	

SCORING: 40-50=Highly Ready | 30-39=Ready | 20-29=Preparation | <20=Not Ready

24-Month Transition Timeline

Months 1-3: Assessment & Planning

Complete readiness assessment. Develop financial projections. Create marketing strategy.

Months 4-6: Preparation

Finalize fee schedule. Update practice agreements. Train staff. Design patient materials.

Months 7-9: Launch

Begin patient outreach. Implement billing systems. Start enrollment process.

Months 10-12: Early Operations

Refine processes based on feedback. Adjust fees if needed. Build patient database.

Months 13-18: Stabilization

Monitor retention metrics. Scale marketing efforts. Optimize systems. Build referral network.

Months 19-24: Growth

Focus on practice growth. Optimize operations. Plan expansion strategies.

Fee Setting Framework

Competitive FFS fees should be based on: (1) Current PPO reimbursement rates, (2) Local market rates, and (3) Your practice positioning.

Fee Calculation Example

Procedure	Typical PPO	Market Rate	Recommended
Cleaning (Adult)	\$65	\$95	\$85-95
Filling (1-2 surf)	\$95	\$150	\$130-150
Crown (tooth)	\$800	\$1200	\$1050-1200
Root Canal	\$900	\$1400	\$1200-1400
Extraction (simple)	\$150	\$250	\$200-250