

Membership Plan Implementation Guide

Launch a Dental Membership Plan in 8 Weeks

RID.ACADEMY

Plan Design Template: 3-Tier Structure

Choose a 3-tier membership structure that balances affordability, coverage, and profitability:

	Basic Plan	Standard Plan	Premium Plan
Annual Fee	\$299	\$599	\$999
Exams/Cleanings	2x annual	2x annual	2x annual
X-rays	1x annual	2x annual	4x annual
Fluoride	Included	Included	Included
Scaling/Root Planing	Limited	1 area	Full
Fillings Discount	20%	30%	40%
Major Work Discount	10%	15%	20%
Priority Scheduling	No	Yes	Yes
Est. Patient Savings	\$150-250	\$400-600	\$800-1200

Tip: Price based on 25-30% of annual revenue potential per patient tier

8-Week Launch Timeline

Week 1: Planning

Finalize plan structure. Set pricing. Define benefits. Create marketing materials.

Week 2: Systems Setup

Configure billing software. Create enrollment forms. Design member cards.

Week 3: Staff Training

Train front desk staff. Hold hygienist meeting. Create enrollment scripts.

Week 4: Patient Lists

Identify high-priority patients. Create outreach timeline. Prepare benefit summaries.

Week 5: Phase 1 Launch

Begin enrollment for ideal candidates. Track metrics. Adjust scripts based on feedback.

Week 6: Phase 2 Expansion

Extend to additional patient groups. Train clinical staff. Integrate into routines.

Week 7: Marketing Push

Intensive patient outreach. Offer early-bird incentives. Social media promotion.

Week 8: Optimization

Review metrics. Adjust benefits if needed. Create retention plan.

Word-for-Word Enrollment Scripts

Front Desk Script (Checkout)

"Have you heard about our new membership plan? It gives you unlimited cleanings, exams, and x-rays for just \$299 a year, plus 30% off any major treatment. Most patients save \$400-600 annually. Can I show you which plan would work best for you?"

Hygienist Script (Chair)

"I'd like to tell you about something that's helping many of our patients save money. Our membership plan includes your cleanings and exams, and you get priority scheduling plus discounts on any major work. Would that be worth exploring?"

Doctor Script (Exam)

"Before you leave, I want to mention we just launched membership plans specifically for patients like you who are here regularly. For \$299 a year, you get all your preventive care covered. That typically saves our patients hundreds of dollars. Interested?"