

# QUALITY MATTERS: HOW TO CHOOSE A GREAT DENTIST

## QUALITY VS QUANTITY:

### GREAT DENTISTRY = QUALITY

Great dentists focus on quality of patient care, excellent customer service, top-notch dental materials and modern technology. Their business grows through happy patients referring their friends and family. Having work done right is less expensive for the patient in the long run.

### AVERAGE-TO-POOR DENTISTRY = QUANTITY

In-Network Dentist may have to take a 25-35% discount in their fees. To recoup the loss, they may have to increase the quantity of patients, and may use less expensive materials. Dental insurance max benefits haven't increased in the last 50 years! This leaves very little benefits no matter what insurance you have – yet paying a bigger price down the road if corners are cut.



### TAKES TIME TO EXPLAIN AND EDUCATE

**QUALITY** dentists help you understand all of your options. They offer education so you feel confident in the best choice for your unique needs.

**QUANTITY** dentists may focus on minimizing time spent with patients to get more patients through the door.



### MODERN TECHNOLOGY

**QUALITY** dentists keep up with best practices through continuing education, advanced materials and technology. You receive greater overall health with higher long-term success rates.

**QUANTITY** dentists may cut corners and it often shows with little use of new technology and out of date office décor.



### CUSTOMER SERVICE

**QUALITY** dentists will ensure their staff takes care of all the little details. They care about your entire experience from beginning to end, not just in the chair.

**QUANTITY** dentists will often times run with as few employees as possible and have a high staff turnover. This means each person won't likely be able to give you the full attention needed.



### DISCOUNTS HAVE PRICE TAGS!

**QUALITY** dentists often will not offer discounts because they do not compromise anything just to get more patients. It costs less to have your work done right the first time.

**QUANTITY** dentists often times draw you in with a discount, but you may pay for it later. Poorly done restorations may fall apart and need to be redone much sooner. Ouch!



### SUPPORT LOCAL BUSINESS

**QUALITY** dentists, who are not supported by insurance companies, keep all of their earnings local.

**QUANTITY** dentists, who rely on insurance companies, end up supporting corporate shareholders, not just their local community.

### INSURANCE ISN'T REALLY INSURANCE

Dental insurance is nothing like health insurance or auto insurance. It's a maintenance plan that will cover cleanings and maybe a quarter to half the cost of a crown. It will not protect you if you need a lot of work done, so it is not really insuring you against costly bills. After the max benefit of \$1,000-\$2000 you'll pay out of pocket on everything.

Infographic produced by Studio Z Dental, a family dental office offering holistic, mercury-safe, and cosmetic dentistry to Boulder County.

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