



The Membership Effect



Peter K. Cocolis, Jr., DMD
& Associates

1
Dentists

1
Practice

Springfield, VA
Location

"Our in-office membership plan is a great solution for patients without dental insurance. It makes quality preventive care more accessible especially for recent college graduates who've aged out of their parents' plans and might otherwise delay or skip visits. The membership helps ensure these patients stay on top of their oral health." - Dr. Peter K. Cocolis

Increases in Treatment Acceptance and Production

2,177

procedures accepted by
members and uninsured
patients after membership

Only 1,008 procedures were accepted by uninsured patients before membership.

Gross Production from Uninsured Patients

Before
\$341,573

After
\$743,524

78%

Increase in new patients

118%

Increase in cash production

119%

Increase in cash collections

Increase in Active Uninsured Patients



Active uninsured patients
**increased from 8.6% to
14.6%** after implementing
a membership plan.

Data compares uninsured patients two years before joining a Clerri plan to the same patients two years later.