



CUSTOMER STORY · THE MEMBERSHIP EFFECT

Peter K. Cocolis, DDS

Springfield, VA · 1 dentist, 1 location · 1,818 active members

+119%

CASH COLLECTIONS

+118%

CASH PRODUCTION

+78%

NEW PATIENTS

After adding a Clerri membership plan — the same uninsured patients, two years before vs. two years after.

GROSS PRODUCTION FROM
UNINSURED PATIENTS

\$341,573 → **\$743,524**

1,008 → 2,177

PROCEDURES ACCEPTED

by uninsured patients and members

8.6% → 14.6%

UNINSURED PATIENTS ACTIVE

share of all patients in the practice

“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. The membership helps ensure these patients stay on top of their oral health.”

— Dr. Peter K. Cocolis, DDS

THE PATTERN ACROSS THE CLERRI NETWORK

76%

more visits after patients become members

146%

more treatment accepted

172%

more cash production

Data compares uninsured patients two years before joining a Clerri membership plan to the same patients two years later. Practice-reported figures; illustrative of individual results and not a guarantee. Dental membership plans are not insurance.

See the Membership Effect in your own numbers

A 15-minute walkthrough, modeled on your real patient base · clerri.com/get-started

Get started