



Here at Conway Oral Healthcare, we believe that superior oral health takes effort and teamwork. We believe in cooperation between doctor and patient, to ensure that we are not only caring for our patients in the best way possible, but educating them as well.

## Why Doesn't My Dental Insurance Cover That?!

We have all been there. You arrive at the dentist for a routine procedure only to then be asked for a partial (or even full) payment at the end of your visit. "But I have dental insurance!" is one of the most common expressions heard upon checkout.

Dental Insurance, unlike health insurance, is designed to only cover a portion of your dental costs per year. This portion and the specific procedures covered are determined by the contract your employer signs with the insurance company.

Even when your insurance plan states that it will pay 100% of a certain procedure, they mean that they will pay 100% of what they call "reasonable and customary fees". This is a fee schedule that the insurance company has formulated to decide how much they will pay for individual procedures.

Many people say "what good is dental insurance if I still have to pay out of pocket?!". But, even

a benefit plan that does not cover the total cost of your treatment will pay a portion of it, and that is less money out of your own pocket.

Another common question is why we are not "providers" for certain dental insurances.



Dr Hirschfeld is not a provider for any insurance company. Many of these companies place treatment restrictions on dentists once they become contracted providers. As Dr. Hirschfeld prescribes treatment when it

is necessary for the complete oral health of his patients, he is not comfortable with an outside entity putting restrictions on that.

It is a mistake to let benefits be your sole consideration when you determine what you want to do about your dental condition.

A comprehensive discussion with our staff can help you to weigh your options and make the best decision for your specific oral health needs.

## 5 Great Reasons to Have Your Teeth Professionally Cleaned



- To remove stains on the surface of your teeth that cannot be removed with regular brushing and flossing.
- To remove tartar, a hardened substance that makes keeping your teeth clean difficult.
- To prevent gum disease
- To learn about the best way to keep your teeth clean on a daily basis
- To keep your teeth healthy, which will help to keep your overall body healthy.

**SPECIAL!**

Custom  
Whitening Trays

Just **\$299** when you mention this newsletter!

Regularly priced at \$406