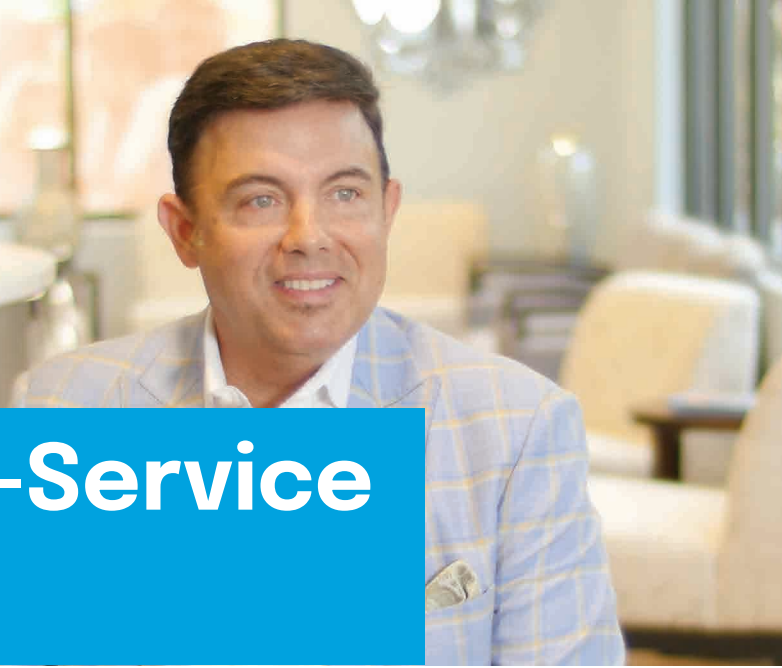




## Case Study

**Dr. Michael Riccobene**  
**Riccobene Associates Family Dentistry**  
Raleigh, NC



# Growing Fee-for-Service Patients

Dr. Michael Riccobene, founder and leader of Riccobene Associates Family Dentistry, recognized the unique challenges faced by a growing Dental Support Organization (DSO), particularly in attracting and retaining uninsured, fee-for-service patients across multiple locations in North Carolina. As his practice expanded, managing patient engagement and ensuring consistent dental visits became increasingly difficult. To overcome these challenges, Dr. Riccobene implemented DentalHQ's innovative dental membership plan software, significantly streamlining administrative processes and boosting patient retention, engagement, and overall practice growth throughout his DSO network.

### Challenge:

Difficulty in attracting and retaining uninsured fee-for-service patients across multiple DSO locations..

### Solution:

Adopted DentalHQ's automated dental membership plan software to streamline administration and boost patient engagement.

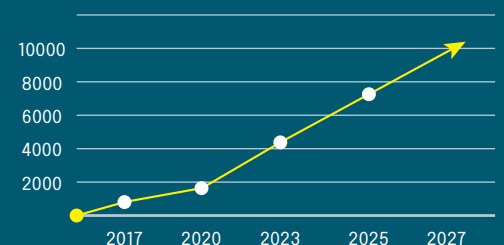
### Results:

Improved patient retention, higher treatment acceptance, and increased growth in fee-for-service patient base.

### Rapidly growing their fee-for-service patient base

The implementation of DentalHQ's automated membership platform has created new options for patients, rewarding loyalty with benefits. And it's catching on...

#### MEMBER GROWTH TRAJECTORY



**Create custom  
dental membership plans  
for your insured and uninsured  
patients**