



Case Study

Kimberly Unland
Unland Dental Center
Hermitage, TN

Making care more affordable



Unland Dental wanted to make dental care more affordable for uninsured patients but struggled with cost objections. Office Manager Kimberly Unland had tried discount cards and insurance-backed savings programs but needed a better solution.

She turned to a membership plans and chose **DentalHQ** for its automation, ease of management, and competitive pricing. The result? Nearly one-third of uninsured patients became loyal members in just a few months. With streamlined admin tasks, improved patient recall, and better financial stability, **Unland Dental is proving that uninsured patients do matter.**

Challenge:

Patients without insurance hesitated to get routine care due to cost concerns.

Solution:

Kimberly Unland implemented a membership plan and automated it with **DentalHQ** for easy management.

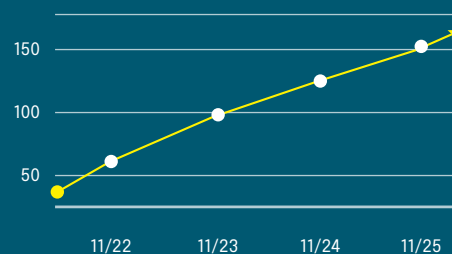
Results:

Nearly 1/3 of uninsured patients joined, boosting patient recall and financial stability.

Expanding access to quality dental care

The implementation of DentalHQ's automated membership platform in late 2022 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**