



## ANSWERS TO COMMONLY ASKED QUESTIONS

### **How are AmeriPlan’s healthcare programs marketed?**

We promote our healthcare programs directly to individuals and small to mid-size business owners and their employees. When customers join they receive a directory listing the participating healthcare professionals in their area. They also have access to these professionals and their locations on the AmeriPlan® web site, [www.ameriplanusa.com](http://www.ameriplanusa.com). Plan members will contact the healthcare office directly to schedule appointments. Plan members are treated in the same manner as your other patients.

### **What is my risk?**

Virtually none. It is possible that you would give reduced fee services to a plan member and then not see that patient again. However, most patients will return for additional treatment, since many have personally paid for an annual membership and most likely want to continue good health care.

### **What makes AmeriPlan’s programs different from other plans?**

In contrast to most healthcare programs, AmeriPlan® members sign up individually. That means every patient you see has made a personal commitment to quality healthcare. This gives you a chance to get to know them. You’ll be more likely to develop a lasting, professional relationship while giving them comprehensive, quality care.

Also, because of AmeriPlan’s mass purchasing power, we have been able to offer our participating healthcare professionals, their families and employees a program of products, services and benefits that is indeed unique. Significant savings will be realized each and every time the benefits are used. The really great news is that our participating healthcare professionals and staff may access this benefits program absolutely free!

### **Are there any charges or fees I must pay to participate in the program?**

No. You incur no costs beyond your reduction in fees

### **What if a plan member requires specialized care?**

If a provider cannot or does not wish to perform a specialty procedure for a plan member, he/she will refer the patient to the appropriate participating specialist in his/her area. If none is available, only then may the patient be referred to a non-participating specialist. In this case, the patient will pay the specialist’s usual and customary fees. Furthermore, a healthcare provider does not need to obtain our approval to refer a patient to an AmeriPlan® specialist.

### **What about after-hours emergency care?**

Participating healthcare providers will be compensated for emergency treatment in accordance with the plan fee schedule. As with regular treatment, you will be paid directly by the patient.

### **What if I am affiliated with another plan?**

Your participation with AmeriPlan® programs is not affected by your participation in other plans. We do not require exclusivity with our healthcare professionals.

### **What if my normal fee for a procedure is less than the AmeriPlan® healthcare program fee?**

If your usual and customary fee is less than our fee, then you must charge the lower fee or as defined in the plan fee schedule.

### **Will your continual marketing keep my practice healthy?**

We market all our programs continuously to individuals and small to mid-size business owners and their employees. We will provide you with an ongoing source to replace patient turnover or to take on additional patients as the capabilities of your practice grow.

### **Do I have to change my practice philosophy?**

AmeriPlan® healthcare programs do not restrict your methods or philosophies of treatment – those remain strictly between you and your patients. We ask only that you charge plan members according to our fee schedule.

Our ongoing consumer marketing gives you a continuous source of patients to help keep your appointment book full.

### **Will this build my practice and profit?**

Your practice can gain both new patients and greater profits. Our proven marketing expertise can bring in first-time patients and your care can retain them. In addition, a satisfied patient is an effective source of referrals.

Your bottom line will also improve because you will receive fair compensation for your services, and many cost-reducing benefits for your practice and staff. With a full schedule of patients, your time is spent more profitably and your facilities are used more efficiently.