



# kleer<sup>®</sup>

Membership Plans are the Answer.  
Kleer is the Solution!

## Membership Plans are the Answer!

How can dentists decrease their dependence on insurers while increasing revenue and profitability and providing uninsured patients with the comprehensive, affordable dental care they want and need? **Membership Plans are the answer.**

Membership Plans are dental care plans offered by dentists directly to their patients. Patients pay a monthly or annual subscription directly to their dentist in return for preventive care and discounts off all other treatment. Practices design their own plan, set the subscription price and create their own fee schedule. Practices keep the payments made by a patient, including the subscription fee, and patients get a simple, comprehensive and affordable dental care plan that enables them to maintain their oral health.

To evaluate the impact of Membership Plans, we conducted a study of several dental practices that offer Membership Plans to their patients. We reviewed the office visits, treatment acceptance and payments made by insured, uninsured and Membership Plan patients. We learned that Membership Plan patients are the best patients. They visit your practice and accept treatment like an insured patient, create profits like a fee for service patient, and increase practice valuation by creating a recurring, subscription revenue stream.

- **Membership Plan patients generate 50-75% more revenue than uninsured patients.** They visit the dentist 2-3X more than uninsured patients, accept 50-75% more treatment, and generate 50-75% more revenue. Membership Plans create a “membership effect” that makes patients more loyal to your practice, eliminates their fear of unknown costs, and makes them more comfortable visiting your office and accepting treatment.
- **Membership Plan patients accept the same amount of treatment as insured patients, but generate 30-50% more net revenue.** There are 3 reasons for this: (1) Membership Plan patients pay their subscription directly to their dentist, not the insurer, (2) Dentists control the Membership Plan fee schedule, not the insurer, and (3) Membership Plans significantly reduce the administrative costs and hassles associated with insurance. There are no payment delays, no denial of claims, no annual maximums, no waiting periods, no alternate benefits, and no exclusions for pre-existing conditions.

### Want to Learn More about Kleer?

Request a Demo at [www.kleer.com/dentist-form](http://www.kleer.com/dentist-form)  
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- **Membership Plan patients increase practice valuation.** According to the books *The Membership Economy* and *The Automatic Customer* (1) subscription customers are more loyal and purchase more than non-subscription customers, and (2) subscription businesses sell for 2-5X non-subscription businesses. Applying the principals from these books and the outcomes of our analysis, investors will value Membership Plan patients 2.3X an uninsured patient and 2.8X an insured patient. Depending on the number of uninsured patients at your practice, converting uninsured patients to a Membership Plan can increase the value of your practice by 50-100%!

## Kleer is the Solution!

Now that you know how a Membership Plan can transform your practice, you need a Membership Plan solution that is easy to use and designed for the success of your practice and your patients. A solution that makes it easy to create and manage a customized plan for your practice. A solution that enables your patients to easily purchase and manage a plan from any device. And a partner who provides the support you need to make your Membership Plan successful. **Kleer is the solution!**

### Kleer is a World Class Platform.

Kleer is an advanced, cloud-based platform that provides everything you need to create and manage a successful Membership Plan.

- **The Kleer Dentist Enrollment App enables dental practices to easily design and launch a customized Membership Plan in 15 minutes or less.** You have control of everything -- the care plans offered, subscription price, office fees, procedure exclusions and patient payment options. You can create a fee schedule based on your existing office fees. You can decide to offer flat discounts across all procedures or unique discounts for each procedure category. You can offer a monthly payment option or require patients to pay the annual subscription upfront. You can also decide if you offer additional discounts for multiple family members. Kleer helps big time by providing guidance along the way. It's your plan. Design it to work for you!
- **The Kleer Dentist Portal enables dental practices to easily promote, track and manage their Membership Plan.** The portal enables practices to invite patients via text, email or social media; Add members from the front desk; Track members, payments, and deposits; and Download customized marketing materials. The portal includes a full versioning control system that makes it very easy to edit your plan and track changes. Once you make a change, new members will purchase the latest plan while existing members stay with the plan they purchased. At renewal, any member with an older version of your plan will move to the latest plan.
- **The Kleer Member Enrollment App enables patients to easily select and purchase a Membership Plan from any device.** The modern, simple user experience can be completed anywhere and anytime, in 2 minutes or less. Patients can sign up at your front desk, from an email link that you send from the Kleer Dentist Portal, by clicking on the Kleer Widget on your practice web site, or by entering your unique Kleer Office Code at [www.kleer.com](http://www.kleer.com). And patients have the option to pay with cash or credit. If using cash, practices enroll the patient at their front desk and accept cash from the patient. Kleer will take care of the rest!

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- **The Kleer Member Portal enables members to easily access and manage their Membership Plan.** Members can review a plan summary, print an ID card, add family members, and invite friends to join. Since patients are very frustrated by the lack of price transparency in insurance plans, we provide pricing benchmarks and a fee lookup tool that provides complete visibility into the costs of all dental procedures. This transparency builds trust that results in more loyal and compliant patients.
- **The Kleer Dentist Portal includes a Support Section which provides useful materials for dental practice teams to successfully manage their Membership Plan.** The Support Section includes training guides, information on managing payments, how-to videos and a whole lot more.

### The Kleer Platform also includes the following valuable features:

- **Kleer minimizes administrative work and maximizes membership sales and renewals with patient self-serve tools.** Some examples:
  - Patients can purchase and manage their Membership Plan on their own from any device.
  - The Kleer Welcome Kit includes Patient Information Sheets that can be placed on your front desk. The sheets include a QR Code that patients can scan with their phone camera and be taken to a customized site for your practice where they can review your Membership Plan and make a purchase.
  - Kleer includes an auto-renewal feature. Kleer sends renewal notifications to members prior to their subscription renewal date. The notifications describe the renewal and provide a link for members to opt out. If the member does not opt out, the subscription will auto-renew on the renewal date and Kleer will send the member a receipt. No need for calls, emails, re-entering credit cards, or messy paperwork!
- **Kleer is HIPAA compliant.** Kleer takes personal data security seriously and built the Kleer Platform from the ground up to be HIPAA compliant. HIPAA is not only a world class security standard, but a federal requirement for all Membership Plans.
- **Kleer includes fast, secure, electronic payment processing.** Kleer establishes a unique electronic merchant bank account for your practice during enrollment. Patient subscription payments are securely transferred to your merchant bank account at the time of purchase and then to your practice bank account within 24-48 hours of payment. There are no collection calls, no outstanding payment reports to review, or reimbursement forms to complete! You and your team have better things to do!

Kleer product tours can be found at [www.kleer.com/dentists](http://www.kleer.com/dentists) and [www.kleer.com/patients](http://www.kleer.com/patients).

### Kleer is a World Class Partner.

Kleer is committed to being a true partner, helping you manage & market your Membership Plan & providing the support you and your patients need to be successful. We call this the Kleer Advantage.

- **The Kleer Success Team (KST) is there from day one to help make your Membership Plan successful.** The KST can be reached any time by phone, Live Chat, or email. The KST starts with a consultation on how to design a Membership Plan that will work for your practice. This includes a fee analysis and a review of Kleer's best practices. They will then help you complete the enrollment

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process and set up a training session for your entire staff. Once your Membership Plan is launched, the KST utilizes the Klear Platform to monitor your practice's performance. If the practice is not meeting its potential or performance is plateauing, the KST will notify the practice and work with the practice team to develop a plan to increase the performance of the Membership Plan.

- **Free, customized in-office marketing materials.** All practices who join Klear receive a free customized Klear Welcome Kit that includes everything you need to promote your Membership Plan in your office. The kit includes Patient Information Sheets customized to your practice and your plan, as well as posters, buttons for your staff, and promotional stickers for your doors or windows. The kit is free and if you run out, we are happy to replenish any of these items at no charge!
- **Free, customized digital marketing tools.** The Klear Dentist Portal includes a variety of customized digital marketing tools that can be used for Facebook Ads, Google Adword campaigns, Email campaigns, direct mail campaigns, and print ads. These tools are customized for your practice. Just download and go!
- **Use the Klear Widget to promote your Membership Plan on your practice web site.** The Klear Dentist Portal includes a simple line of code that can be placed on your practice web site. The line of code exposes a small app that promotes your Membership Plan to anyone visiting your site. Patients that click on the app are taken to your Membership Plan where they can learn more and purchase a care plan.
- **Klear's Everybody Smiles program incents members to invite new patients to your practice.** As you probably know, 80% of all new patients come from patient referrals. Klear helps by enabling members to easily send digital invitations to their friends and family from the Klear Member Portal. If a friend or family member joins, the new patient will receive a \$25 credit that can be used for dental products or services at your practice and Klear will donate \$10 to America's ToothFairy to help underserved kids get the dental care they need. Everybody smiles with Everybody Smiles!



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# Practice Testimonials



We have had nothing but a great experience. **The Kler team is amazing to work with and our account manager, Dianna, has been very hands-on and always available. The portal itself is extremely easy to use and it has been a breeze to get our staff on board and up and running with the program.** We've had some inactive patients return because of it, and one patient stated he was going to cancel until he got the email about the program - it's a win-win for everybody!



- *Dr. Richard Yarbrow, Yarbrow Family Dentistry, Spokane WA*



**These guys have really thought out all the features necessary for a practice to build a successful membership plan.** With the Kler Platform, I'm able to offer great dental care to all of my uninsured patients while generating incremental and repeatable revenue for our practice. Kler has been a great partner and they've delivered an innovative, world class product to the dental market.



- *Dr. Lon Kessler, Kessler Dental Associates, Valley Forge PA*



Everyone is high-fiving around here this morning! **It makes me happy to know that we're bringing a valuable service to those who otherwise would not commit to their dental care.** Please let all your teammates at Kler know how much your services mean to us!



- *Lee Austin, Mgr. of Ops., Midlothian Family Dentistry, Midlothian VA*

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# Practice Testimonials



Our patients are excited that they get a discount plan, and it feels like they finally have an insurance plan. We've also noticed an increase in acceptance of treatment. I think that patients, knowing that they are paying for this plan, it's keeping them compliant. They're going to return for their regular follow-up visits. And working with an outside company to implement and manage a dental membership plan, rather than having staff take it on themselves, makes sense.



- Jill Rizner, Office Manager, Carolyn Bronke Wind DDS PC, La Grange IL



Kleer's membership plan made everything very easy to understand for my staff, my patients and me. Kleer's customer service is extremely quick with their assistance and easy to work with. I am tremendously happy with the Kleer membership plan, and my patients think it's really great as well. If I am going to reduce my fee, I'd rather do it to benefit my patients than to benefit an insurance company.



- Dr. Alice Bassford, ASE Dental, Silver Spring MD



Baytown Texas Dentistry  
Dr. Zach Holder and  
Dr. Jesse Kirkpatrick

I decided that Kleer would be the best fit for my practice. The ease of implementation, great customer support, and unlimited marketing materials available at no additional cost are what really sold me on the Kleer membership plans. Kleer enabled my staff and myself to quickly and easily get a membership plan established without having to undertake a big extra time commitment.



- Dr. Zachary Holder, Baytown Texas Dentistry, Baytown TX

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