

DentalHQ

The Open Enrollment Playbook

How to promote your membership plan during Open Enrollment and score more patients.



DentalHQ

**A Healthier
Smile
Starts Here**

Quality care.
A brighter tomorrow.

GAME PLAN

- ☒ Create Awareness
- ☒ Highlight Your Plan
- ☒ Convert New Patients
- ☒ Drive Long-Term Growth



**SCORE BIG
WITH
DENTALHQ!**

Why Open Enrollment Matters

Patients are already thinking about coverage, cost, and value. This is your best window to introduce a membership plan.



Patients are comparing options

Patients are reviewing benefits, costs, and their coverage options during Open Enrollment.



More patients are underinsured or uninsured

Many patients still lack adequate coverage – your practice can offer a clear alternative.



Transparency wins

Patients want predictable pricing and clear value before they commit to care.

Your Opportunity

1

Start the conversation early

2

Promote value clearly

3

Give patients a next step

Why Membership Plans Win During Open Enrollment



When patients are evaluating cost and coverage, a membership plan gives them a clear yes.



Predictable revenue

Turn uninsured demand into recurring membership revenue.



Clear patient value

Simple, transparent pricing that's easy for patients to understand.



Better retention

Keep patients engaged with regular care and bring them back year after year.

Old play vs. smarter play



Discounts, specials, guesswork

Chases short-term volume and creates uncertainty.

VS



Memberships, loyalty, recurring revenue

Builds lasting patient relationships and a stronger, more predictable practice.

DentalHQ

HEALTHY
SMILES
SCORE
BIG

Pre-Season Prep Checklist

Before Open Enrollment kicks off, make sure your plan is ready to win.

PRE-SEASON PREP



Audit your plan pricing

Make sure your pricing is competitive and aligned with your goals.



Refresh your website and landing page

Highlight your plan benefits and make it easy to enroll.



Train the front desk team

Ensure everyone knows the plan details and feels confident talking about it.



Prep email, text, and social

Create a consistent message across all channels to build awareness.



Create in-office signage and talking points

Use simple, clear messaging to spark conversations with patients.



MAKE
MORE
SMILES
HAPPEN



Coach's Tip

The best campaigns are simple. One clear message, one clear offer, and one easy next step.

Email Playbook

Use email to promote your plan when patients are actively thinking about their options.



Coach's Tip



Lead with value



Use simple pricing language



Include one clear CTA

From: Your Dental Team <smiles@yourpractice.com>

To: John Patient <ichn@email.com>

Subject: Keep Your Care Affordable This Year



Hi [First Name],

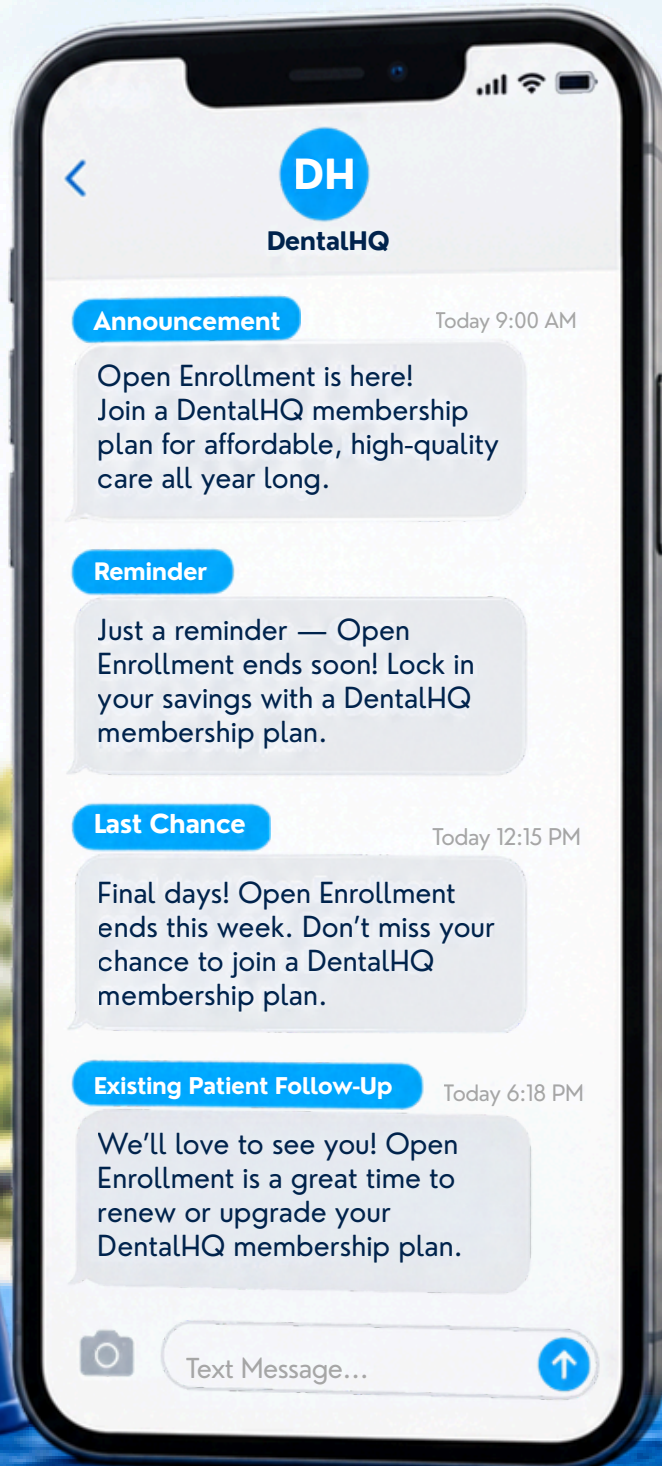
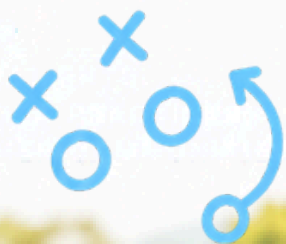
Open Enrollment is the perfect time to make sure your smile stays on track. Our membership plan makes quality dental care more affordable, with no insurance hassles.

Keep doing what you love — we'll help you keep smiling.

[Learn More About Our Plan →](#)

Text Message Playbook

Quick, clear text messages can help drive attention and action fast.



Coach's Tip



Keep it short

1-2 sentences is all you need.



Create urgency

Use time-based language like "ends soon" or "final days."



Link to one clear next step

Send patients to your enrollment page or invite them to reply

Social Media Game Plan

Open Enrollment is a great time to remind patients that your practice offers a simpler path to care.



A Healthier Smile Belongs **Your Team**

Quality care
A brighter tomorrow.

HEALTHIER
PEOPLE
HAPPIER
COMMUNITIES



DentalHQ Great smiles make stronger communities! Our membership plan makes quality care easy and affordable for everyone.

#DentalHQ #HealthySmiles #StrongerTogether



Quality Care **Without** the Unexpected Costs



Preventive care included



Transparent pricing



Care for the whole family



DentalHQ No surprises. Just great care. Our membership plan offers transparent pricing and the services your family needs — all in one simple plan.

#DentalHQ #SimpleCare #MoreSmiles



OPEN ENROLLMENT IS HERE!

NOW'S THE TIME TO JOIN!



DentalHQ Open Enrollment won't last forever! Join now for a simpler path to care and a healthier smile all year long.

#DentalHQ
#SimpleSmilesAhead

POST
CONNECT
SHARE
GROW



Coach's Tip



Remind patients what your plan includes



Highlight transparency



Show savings or value



Invite questions and next steps

Front Desk Talking Points

Give your team a simple script so they can confidently talk about the plan.



If a patient says their benefits changed

"Many patients have seen changes this year. Our membership plan gives you consistent, predictable coverage so you can keep your smile on track."



If a patient has no insurance

"No insurance? No problem! Our membership plan makes it easy to get the care you need at an affordable monthly cost."



If a patient is worried about cost

"Our plan helps you save with predictable monthly payments and includes the preventive care you need to stay healthy. It's a great value for your smile."

Quick Huddle



Keep it simple

Use clear, friendly language.



Focus on value

Highlight healthier smiles and predictable costs.



Invite the patient to ask questions

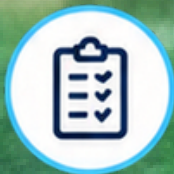
Be a resource, not a salesperson.

30-Day Open Enrollment Game Plan

Here is a simple four-week promotional plan your practice can put into action fast.

WEEK 1

Prep



- ✓ Set goals & key messages
- ✓ Gather assets (emails, social, in-office)
- ✓ Train your team



WEEK 2

Launch



- ✓ Send initial email to your list
- ✓ Post on social media
- ✓ Promote in-office and on your website



WEEK 3

Follow Up



- ✓ Send a reminder email
- ✓ Share testimonials or patient stories
- ✓ Reinforce with in-office signage



WEEK 4

Last Chance Push



- ✓ Send final reminder
- ✓ Highlight deadline and key benefits
- ✓ Create urgency ("Don't miss out!")



Coach's Tip

Consistency beats complexity. A few repeated touches can outperform a one-time blast.

Ready to Run the Play?

Use Open Enrollment to create more patient demand, better retention, and stronger recurring revenue.



Your Next Steps



Review your plan

Confirm your goals and plan details.



Prep your messaging

Use clear, simple, patient-focused language.



Train your team

Make sure everyone knows the game plan.



Launch your campaign

Get the word out and start seeing results.



What DentalHQ Helps You Do



Automate your membership plan

Save time and reduce manual work.



Create a better patient experience

Make it easy for patients to say yes.



Drive recurring revenue

Build a more predictable, profitable practice.



Make growth easier to manage

Get the tools and support you need to scale.



Book a Demo >

See how DentalHQ can help you make the most of Open Enrollment.