

TROJANTODAY

VOLUME 21 ISSUE 01 JANUARY 2019

A NEWSLETTER FOR CLIENTS OF TROJAN PROFESSIONAL SERVICES, INC.

I've never been much for New Year's resolutions. However, I do spend time at the end of the year reflecting on the past and preparing for the future.

My son-in-law gifts us a calendar each Christmas with photos of the grandkids' activities and candid shots from the year. What a treasure to revisit their highlights! I also enjoy sitting down with a fresh calendar to write in important dates and appointments.

2018 was a challenging year. I spent the first months recovering from knee replacement surgery. Just as I was feeling stronger, my husband began six months of aggressive chemotherapy for leukemia. Add the alarming political discord in the country and too much time to watch the news, and I was feeling unbalanced.

But the year was not all bad and the future looks sunnier. As we look ahead, I'm walking without pain. Lab results indicate my husband's chemo was successful. The midterm elections are behind us, and a record number of Americans exercised their democratic rights.

Most importantly and relevant here, I'm delighted to report Trojan staff surpassed previous years in providing accurate and timely insurance information for our loyal clients. **OUR MISSION IS TO: Accelerate dental practices to excellence by providing services that increase case acceptance, production, and collections.** We never forget that we succeed when you succeed.

I am full of energy and optimism as I fill in the squares of my 2019 calendar. To you, your staff, and your patients, I wish a Happy, Healthy, and Prosperous New Year!

*Ingrid Kidd Goldfarb
President, Trojan Professional Services*





Ask the Consultant

Q: **A child has dual insurance. How do I know which is primary and which is secondary?**

A: **ADA guidance on coordination of benefits:** Coordination of benefits takes place when a patient is entitled to benefits from more than one dental plan.

Dependent children:

The typical rules for dependents of parents with overlapping coverage rely on the birthday rule. That is, the parent with the earliest birthday in a calendar year is primary. In the case of divorced or separated parents, the court's decree would take precedence.

General coordination of benefits rules:

It is important to note that only group (employer) plans are required to coordinate. So, if one of the policies covering your patient is an individual policy, then it does not coordinate.

More than one employer plan:

When a patient has plans provided by more than one employer, the plan that has covered the patient the longest is primary. A change in the dental plan carrier does not change the length of coverage time for the patient.

*Response provided by **Kathleen Johnson**,
President of Kathleen Johnson Consulting, Inc.*

What Clients Say



"We have used Trojan Professional Services for our collection needs for many years. We love that if an account goes unpaid, it goes on the customer's credit report. Many times, due to someone's credit being affected, they will call and resolve their debt with us. Great customer service and affordable to use."

— **Barbara W.**

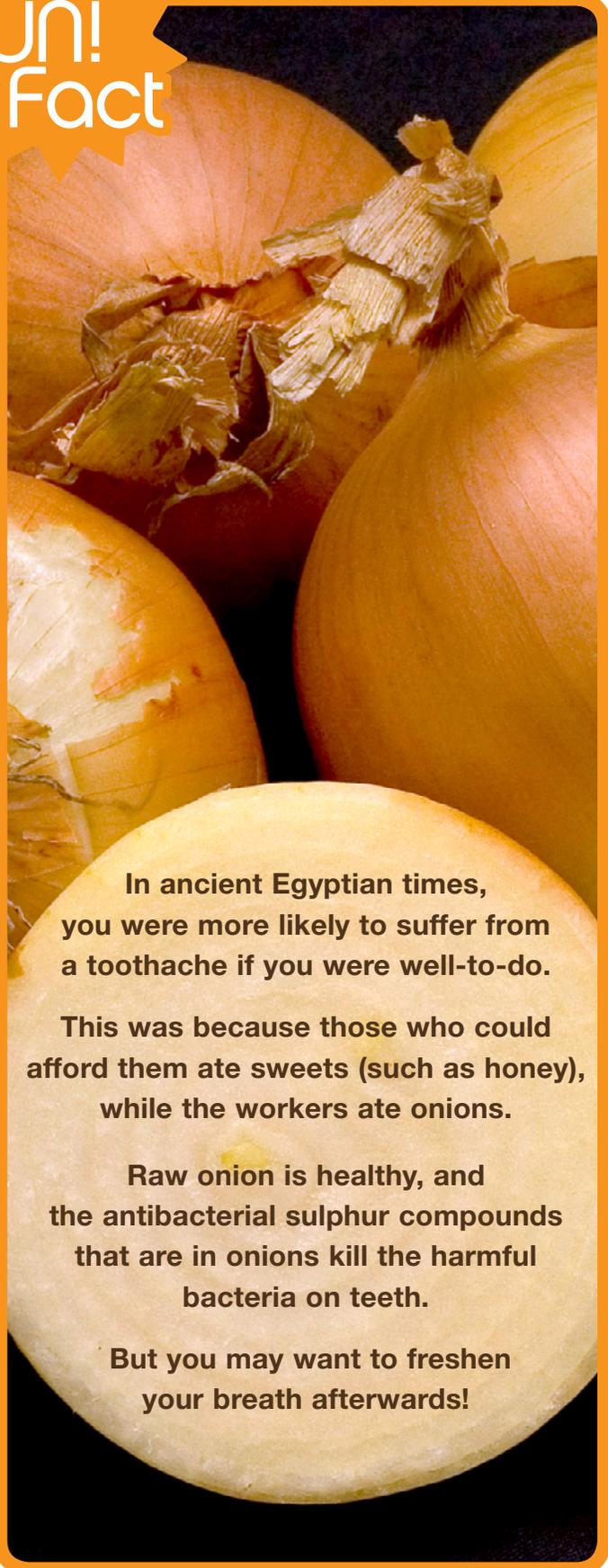
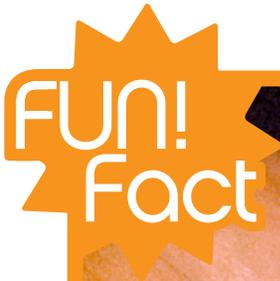
You have questions? We have answers!

Ask the Consultant provides a direct line to experts who offer advice on how to design an effective management program for your practice.

They can help you improve your image, create a more patient-centric workflow, and keep your chairs full by providing best practices and up-to-date information on how to run a successful dental practice.

Trojan clients, ask your questions:

[www.trojanonline.com/
services/ask-the-consultant](http://www.trojanonline.com/services/ask-the-consultant)



In ancient Egyptian times, you were more likely to suffer from a toothache if you were well-to-do.

This was because those who could afford them ate sweets (such as honey), while the workers ate onions.

Raw onion is healthy, and the antibacterial sulphur compounds that are in onions kill the harmful bacteria on teeth.

But you may want to freshen your breath afterwards!



Collection Services: Reminders

UPDATE FINANCIAL CONSENT DOCUMENTS

Any person sent to collections has the right to dispute that debt and/or request a validation of the account. When this happens, we will request an itemized statement and signed financial consent (not more than one year old from the date of service). We must receive this information within 30 days.

WHO SIGNED THAT DOCUMENT?

Trojan strongly suggests that, in addition to the “signature” line, you also include a “printed name” line so there is no confusion as to who signed the document.

WHO IS THE CORRECT PERSON TO SEND TO COLLECTIONS?

When it comes to collections, the responsible party is not always the person who holds the insurance. When sending a consumer to collections you must make sure that you send the individual who signed financial responsibility with your office.

REPORT ALL PAYMENTS

Be sure to report all payments you receive from debtors to Trojan. This includes all full and partial payments.

PASSWORD

Be sure to include your Collection Services password on all documents sent to the Collection Services Department. Do NOT disclose this password to your patients.

For further information on Trojan’s Collection Services, please call 800-248-2964.

Quote-Worthy

“ Write it on your heart that every day is the best day in the year. ”

— Ralph Waldo Emerson

*Software Support is ready to
hear from you.*

800.451-9723 ext. 1



TROJAN TRAINERS
are here to help you!

800-451-9723
ext. 5



Check out trojanonline.com
for some of our favorite “classic”
Trojan Today articles:

1/17/19 **Change for the Better**

Ingrid Kidd Goldfarb
(First published: 1/2012)

1/24/19 **Collection Strategies:
It's How You Say What You Say**

Lois Banta
(First published: 11/2010)



Write for TROJAN TODAY

Share your dental and front office experience with others! Articles should be no more than 750 words. Include a short bio and recent photo.

Submit to: nikkim@trojanonline.com

Trojan encourages a wide variety of contributors and subjects to its newsletter.



TROJAN Closings

**DECEMBER 24, 2018 –
JANUARY 1, 2019**

Winter/New Year Holidays

Trojan will re-open on January 2.

FEBRUARY 18, 2019

Presidents' Day



Seminars

Front Office Master's Program

Presented by Becky Gerber

FEBRUARY 7–9, 2019

Portland, OR

[Click here for more information.](#)

2-Day Dental Medical Billing

Presented by Christine Taxin

FEBRUARY 7–8, 2019

Trojan Professional Services, Los Alamitos, CA

[Click here for more information.](#)



Insurance
Verification
and Collection
Services.

*The highest compliment
our clients can give is the
referral to their colleagues
and friends.*

Receive a gift from Trojan.
Do you know a dental office that wants to
be more productive?
Please contact 800-451-9723 ext. 3

Let Trojan do that for you.

Dentifi DT

Automated Insurance Verification



Meeting Place

CDA

MAY 16–18, 2019

Anaheim Convention Center,
Anaheim

Booth #1520



<http://bit.ly/FBTrojan>



<http://bit.ly/TrojanYT>



<http://bit.ly/TPSLinkedIn>



<http://bit.ly/TrojanGP>



*Accelerating dental practices to excellence by providing services
that increase case acceptance, production, and collections.*

TROJAN PROFESSIONAL SERVICES

TROJAN TODAY PHONE: 1-800-451-9723 • E-MAIL: nikkim@trojanonline.com • www.trojanonline.com • Published monthly by Trojan Professional Services, Inc., P.O. Box 1270, Los Alamitos, CA 90720 and distributed to members of the dental profession. Statements of opinion in **TROJAN TODAY** do not necessarily reflect the opinions of Trojan Professional Services, Inc. or the Editor. Neither Trojan Professional Services, Inc., Trojan Today, its Editor or staff assume any liability in connection with the use or implementation of any policies or procedures discussed in this newsletter. Trojan Today is distributed as a newsletter and with the understanding that neither the publisher, the Editor or the staff is rendering professional or legal services of any kind. If legal or professional advice of any other kind is required in connection with topics discussed in this newsletter, competent advice should be sought.

PRESIDENT: Ingrid Kidd Goldfarb • **EDITOR:** Romalyn Tilghman • **PUBLICATION COORDINATION:** Nikki Myers • **GRAPHIC DESIGN & PRODUCTION:** Moller Creative Group

Copyright ©2018, Trojan Professional Services, Inc. All rights reserved. No part of this publication may be reproduced or transmitted in any form without permission.