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April 28, 2011

Dear (Patient's name),

I am writing this initial letter of notice to inform you that your current insurance company, Washington Dental Service (WDS) has decided to significantly change your coverage as of June 15, 2011. Our anticipation is that you may get a letter in which they will describe their decision with lofty, noble, and misleading words, but one questions their real motives. It really seems that their reason for the change is about protecting or increasing their market share, even though they have the largest market share in Washington State already. They have decided to cut your benefits to be more profitable. They feel they need to compete with the lowest tier PPO plans that are offered and abandon the complete care model they used to support. This is not about patient benefit! They are trying to use their corporate monopoly to force my practice into joining them, and standing between the relationship with you, our patient.

What this means to our relationship:

- You will still have the freedom of choice to see us. You are not required to change dentists. Nothing will change in regard to your care and processing your claims on your behalf.
- We will no longer be a WDS member dentist as of the end of June 12, 2011.
- We will continue to make sure you get the best care possible and that we spend the funds on the supplies, labs, staff, and time it takes to make sure we take great care of you.
- We will continue to give you all the options you have for care and allow you to make a decision based on your needs, not what any insurance company mandates. You have always been able to count on my honesty, integrity, and professionalism and I will not compromise on those in order to maintain a contractual relationship with WDS. The reduced fee PPO model that WDS is mandating would not allow us to do this. We are not going to sacrifice your health for the profit motives of an insurance company. They

our commitment
is to
YOUR success.

sold out, and we absolutely will not. Our practice as a whole will not become a volume clinic booking 5-7 patients at once, or providing “coupon quality” care and experiences for our WDS patients.

- You can still use your WDS insurance to its yearly maximum in our office. For those of you with large treatment plans, you won't really see much change.
- On procedures that do not hit your “yearly maximum,” you will still have coverage for dental treatment, but the percentage of the fee they will cover will be lower than in the past.

We strongly value our relationship with you and hope that you conclude that we are worth staying with as your dental practice. We will be sending out further information about the matter as we learn more as WDS divulges it. You may wish to express grievances and discuss this with your employer or WDS, as this is their initiative, not ours.

Sincerely,