



March 2011

Dear Willamette Dental Member,

As a valued customer, we are committed to providing you and your family the best dental care experience possible. This past year, we've had the pleasure of collecting input from brokers, employers and members. Consistent with the feedback we received, our research was conclusive that access/appointment availability is a significant determinant of patient satisfaction and loyalty. This has helped us better understand how we need to improve in the areas of access, quality and cost.

As a result, we are making some significant changes to our patient scheduling model. We are pleased to begin offering "Advanced Access," a transformative and flexible practice that aims to provide you with timelier appointments by:

- Offering every type of appointment every day, whereas we previously scheduled certain procedures on specific days
- Providing the same exceptional quality care in fewer visits

We are transitioning to be able to offer a majority of appointments within days of our members calling to schedule. All offices will be implementing and sustaining this Advanced Access approach by mid-year. Although we are still working out some of the challenges, we are focused on streamlining processes and communicating directly with you, our members.

By making schedule improvements our top strategic initiative in 2011, we are responding quickly to the feedback we've received. We have already begun to hear from our patients that they appreciate the timeliness of their appointments and the flexibility it provides them and their families.

For your convenience, we have created a document with answers to some frequently asked questions about the Advanced Access model. Please scroll down to view the document for your own information or to share with others. As we continue to progress with this change, additional details will be shared with you.

This change improves value to you and your family and we are committed to continuing our preventive, evidence-based approach to care. Should you have any additional questions, please contact our Patient Relations Department at (800) 460-7644 or relations@willamettedental.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Randy Cline".

Randy Cline
Chief Marketing Officer

Appointment Scheduling

Questions & Answers

Willamette Dental Group, P.C., is committed to providing exceptional and convenient dental care. We now offer an improved scheduling approach called Advanced Access that allows for flexible and timely appointments. This change improves value to our patients and supports our commitment to continuing our preventive, evidence-based approach to care.

What is Advanced Access?

Advanced Access is an innovative scheduling method that provides more scheduling options and gives you appointment choices to fit your lifestyle.

How does it work?

Call us when you want to be seen and we will schedule you sooner than ever before. You will no longer need to call months in advance for an appointment. By providing every type of appointment with your general dentist every day, we can get you in quicker. You will love the timely appointments!

Why are you changing?

You spoke, we listened!

We received an overwhelming number of requests for more timely appointments. We are implementing Advanced Access to reduce your wait times for appointments. This is similar to models used by other leading health care organizations.

With a commitment to innovation, Willamette Dental has become the largest multi-state dental practice to implement Advanced Access.

How do I know that there will be time available when I need it?

We modified our schedules to accommodate every type of appointment every day. This transition offers a majority of appointments within days of calling. We will do everything we can to accommodate your needs as quickly as possible.

What if I need to schedule in advance?

Our goal is to work with your schedule and to provide you with dental care when you need it. Call us when you wish to be seen and we will make every effort to meet your particular needs. Advanced Access scheduling allows us to provide greater appointment options.



Why is this better?

- More timely appointments
- Preventive care in fewer visits
- Less time away from work
- Reduces patient costs
- Saves patients' time
- Expands appointment options

How do I schedule an appointment?

As always, we provide you with two options. You may call our Appointment Center or schedule an appointment while at your dental office. The Appointment Center maintains flexible hours to accommodate work schedules:

Monday-Thursday	7am — 8pm PST
Friday	7am — 6pm PST
Saturday	7am — 4pm PST

OR 800.461.8994 | WA 800.359.6019 | ID 800.603.1738

Does this change emergency appointments?

No, scheduling guidelines remain the same. Just call us and a doctor will see you within 48 hours.

Will I be charged if I need to cancel?

We understand that unforeseen events happen. Please provide 24 hours prior notice to avoid a late cancellation fee and to provide us an opportunity to fill the appointment. When you call to reschedule, we will do our best to get you in as soon as possible.

Will I still get a reminder call?

We will continue to provide a courtesy reminder call three days before your appointment.