

Dear Broad Park family,

We want to thank each and every one of you for allowing us to serve you. Since our practice was established almost 20 years ago, we have been blessed to care for the greatest and most loyal patients. There are literally hundreds of dental practices in the DFW area but you have chosen to put your trust in us to be your partners in achieving and maintaining your dental health. Many of you have even been kind enough to trust us with the care of your family and friends. We do not take this responsibility lightly or for granted. You are the reason we exist and you are the source of our success over all these years. At Broad Park Family Dentistry, our primary goal has always been and will continue to be providing for you the highest quality dental care with integrity and love.

It is for this reason that we have been forced to reevaluate our relationship with many of your insurance companies. Over the last few years it has become increasingly difficult to do business with many of these companies. They are beginning to interfere with our ability to provide you with the high standard of care, concern and support that we believe you deserve and should expect from us. Unfortunately, things have changed to the point that we are being forced to treat you according to their rules rather than according to your needs or desires. Our relationship with YOU is much more valuable to us than our relationship with them.

This DOES mean that we are in the process of opting out of being “In Network” with all insurance companies. Depending on the company, this process could take weeks or even months to become effective. We will do our best to communicate how this will effect you along the way.

This DOES NOT mean that we will no longer accept your insurance or dismiss you as a patient. Many insurance companies will try to convince you that you must use a dentist that is “In Network”. That is simply not true. You have a choice in where you receive your dental care. Whether or not we are part of your network, we will continue to be your personal representative with your insurance carrier and we will continue to file your insurance claim for you.

We know that after reading this letter you are likely to have questions. We are always happy to discuss this further over the phone or face to face to insure that you are fully informed and provided with the information you need to make the best decision for you and your family moving forward. Thank you again for giving us the honor and privilege of serving you as your dental health care team. We pray that each of you experiences God’s richest blessing in this new year.

Sincerely,

Dr. Rudd and the Broad Park Team