Katie Franklin, Smile Advantage Program Director

Katie started her dental career as an Office Manager in a practice in St. Louis, MO. As dental insurance regulations were on the rise and reimbursements were drastically decreasing, her practice recognized the need to position themselves in a way to remain successful amidst all the change. Their solution was to offer an in-office membership program in order to retain and open their doors to patients without or frustrated with dental insurance and in need of high quality dental care. The program they started is called Smile Advantage and Katie is now the Program Director of this company.

Smile Advantage is an industry leader in custom, in-office membership programs. Their team of dental professionals truly understand the dental market and can help educate and train today's dental practice on how to design an effective membership program, offering a commonsense alternative to dental insurance for patients and providers. The team at Smile Advantage helps your office to retain, attract and reactivate fee for service patients by generating recurring cash-flow from auto-renewing memberships. With their cloud-based tracking software, your practice will easily administer and manage your member patients. Plus, the software will fully integrate with your practice management software. Smile Advantage offers a broad selection of highly impactful marketing content, that can be fully customized, to help your practice effectively market its membership program. Your office will have full access to our team of marketing experts to design marketing pieces designed with your unique style in mind. Offices working with Smile Advantage are equipped with all the tools, resources, and ongoing support necessary to make their membership program a huge success for their practice and a great option for their patients! This highly professional package of services comes without a per member price tag, making starting and maintaining your in- office membership program easy and affordable.