

In this issue: Practice Profile: Dr. Marianna Clougherty



ADA Member Advantage begins 2006 with a new series dedicated to sharing the real experiences of our members. This month we're featuring Dr. Marianna Clougherty of Harrisburg, PA. She's been practicing for 9 years and has been an ADA member since dental school. Currently a solo practitioner, Dr. Clougherty has three full-time and four part-time staff. She's an enthusiastic user of several ADA Member Advantage services, namely the ADA Credit Card, CareCredit and SurePayroll.

Q: Tell us about your experience with the [ADA MasterCard](#). How are you using the card?

A: I've been an ADA cardholder for about five years. I use it for business primarily and I really enjoy receiving travel rewards for purchasing things I would normally have to purchase. **I have been able to get seven airline tickets!** The ADA travel rewards program with Citibank is a fabulous member benefit that allows me to enjoy some travel at no charge. I've been on vacation, and I've also used the free travel to fly for free to Annual Session.

Q: Why did you select [CareCredit](#) as your practice's patient financing program?



A: We used to have an in-house payment plan and it was a lot more work. We spent a lot of time billing patients and trying to collect. **I chose CareCredit because ADA Member Advantage endorsed it.** When you're a dentist, there's a lot to weed through—what's gimmicky, what's a benefit—and if its endorsed, you can be sure it's legitimate. CareCredit has increased patient acceptance of treatment plans without increasing my risk of bad patient debt. It has enabled patients to spread payment out for years, receive treatment faster, and avoid worsening their conditions. CareCredit really made it easy to get set up and get started. Plus they have discounts for ADA members, and I appreciate that

Q: How has [SurePayroll](#) changed the way you run payroll for your practice?

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A: I can do payroll in about 5 minutes, and that includes the time to double-check the figures. I've told other dentists about it and they can't believe it's true. I even told my hairdresser about SurePayroll! I don't know why people are resistant to changing. SurePayroll is truly fast, easy and low-cost. **It reduced my annual expenses by approximately \$1,000.** Their customer service is always available and I know whom to call if I need help. I decided to go with SurePayroll because other services charge a lot more for no more service. Why pay more for essentially the same service?

Q: Do you have any feedback about the [ADA Member Advantage program](#)?

A: Overall the program is great. I'm getting amazing benefit from the services, and they make my life easier and help me save money. **Plus I appreciate that the ADA is doing the research for me.** I am completely inundated from mailings. I get them daily, and half the time I get a duplicate at home. I don't have time to weed through what's worthwhile, and what's not.

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