



ICONIC Dentistry

17501 Irvine Blvd Ste 101
Tustin, CA 92780
Tel: 714-835-4441
Email: office@ocperiospecialists.com

Dear Patient:

Thank you for choosing ICONIC Dentistry. We would like to take this opportunity to welcome you to our practice. The information presented in this and the following documents should answer some of the most commonly asked questions by patients entering our practice.

Our office opens from Monday through Friday from 9:00AM – 5:00PM. Our office phone number is 714-835-4441. In the event of an emergency outside of our normal business hours patients should call 911.

Have you heard the old saying, “an ounce of prevention is worth a pound of cure”? At ICONIC Dentistry we see this to be true, and we live it every day. While it’s good to take care of a dental problem so there’s no more pain, it’s far better not to have the problem in the first place, correct? Therefore, our practice philosophy is to take active steps for prevention, early detection, and early intervention. Regularly scheduled exams and prophies allow us to better assist you in identifying and managing any acute or chronic dental problems you may have. We believe this is in your short and long-term best interest.

To learn more about us, visit icondds.com.

Sincerely

Sheldon Lu, DMD, MS
Owner and President
ICONIC Dentistry





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New Patient Checklist

For new patient appointment, please arrive 30 minutes prior to your appointment time to complete the registration process.

Be sure to bring the following items to your first visit:

1. **Driver's license, or non-driver state-issued photo ID** (or other legally accepted forms of identification).
2. **Current insurance card(s); you will be asked annually for a new copy of your card(s).**
3. When required by your insurance carriers, co-pays and deductibles are due at the time of appointment. If you have no insurance, please be prepared to pay \$100 in full at your initial appointment, which includes acquiring digital x-rays; you will pay \$75 if you bring existing x-rays—but only when they're current within the last 6 months and are of good diagnostic quality.
4. **List of current medications, and all other pertinent medical and dental records from the past.**
5. If possible, please arrive with your new patient forms filled out and signed. These forms can also be accessed from our website icondds.com under FAQ.

Please read through the following pages and consent by providing your initials and signature at appropriate spaces—completing this step is a prerequisite for becoming a patient of record at our practice.



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Patient Selection & Retention

We would like to help anyone who come to us seeking care. Our sincerity cannot be overstated, and our existing patients will tell you that our doctors and the team truly have a passion for the profession of dentistry and wish to help all our patients to the best of our ability. Having said that, we believe that a “two-way selection” based on mutual respect is the cornerstone of any successful doctor-patient relationship, which may be the most important factor in achieving the best possible clinical outcome. Our doctors always take into account and respect the patients’ wishes during treatment planning. While we prefer patients to be informed and do their own due diligence, seek multiples sources of opinions if need to, we highly encourage patients to give serious consideration to our doctors’ professional advice.

We do everything we can to get the message across by presenting the best assessment and most sensible treatment recommendation, as well as helping patients to make the choice. If patients do not listen to our doctors’ advice and follow through with the prescribed treatment, we cannot be liable when “things go wrong”, simply because proper care cannot be delivered to achieve the desired outcome. **Therefore, we reserve the right to discharge any patient who has demonstrated non-compliance, and/or doesn’t cooperate well with our doctors and the team.**

A lack of long-term follow-up and periodic evaluation may lead to failures of dental work and missed diagnosis. Patients who return as recommended by our doctors generally have a better outcome in the long run. Patients who do not return for periodic exam/maintenance and not reciprocate our correspondence will be assigned an “inactive” status. **Inactive patients will be flagged in our system during regular chart review and may lead to automatic discharge.**



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Appointment Policy

Being proactive about our dental care and oral health can often help us prevent and/or prolong the onset of future problems as we age. We firmly believe, and our experience has shown it to be true, that those patients who are consistent in keeping their appointments have fewer episodes of acute dental pain, undiagnosed and untreated chronic conditions such as periodontal disease and oral cancer, and generally continue to enjoy better overall health in the long term.

We utilize an automatic calling/texting system that will contact you 48 hours in advance of your appointment. Whenever we can, our office staff will also call to remind you and confirm your appointment; however, this responsibility of managing one's schedule ultimately lies with the patient.

We do understand that in today's busy world occasionally situations come up that are beyond your control. In those instances, we do request you to extend us the courtesy of a 48-hour notice. This courtesy allows us to continue to operate efficiently and use the time that was reserved for you to help other patients in need. **A \$25 fee will be charged for cancellation within 24 hours; and if not paid in full the office will not make a new appointment. And if this happens three times within a one-year span you will be discharged from the office. It is also our policy that if you are more than 15 minutes late to your appointment, we reserve the right to not see you on that day, and that the same \$25 fee will be charged in order to make another appointment for later. Any patient who has broken/missed the appointment without notification (no show) will be considered for immediate discharge.**

We also understand that life can throw you a curved ball at any time—emergency situations such as an auto accident that can happen to anyone. If this is the case, please provide a written proof, and we will consider reinstituting active patient status on a case-by-case basis.



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Patient Financial Responsibility

For the benefit of our patients we have contracted with several insurance carriers as a provider. You will want to check your benefits booklet or with the benefits department of your employer to verify if our doctors are listed as providers within your network.

It is the responsibility of each patient to know the details of his or her insurance plan in addition to any lapses in insurance coverage. **Any changes that occur as a result of insurance plan restrictions or lapses are ultimately the patient's responsibility.** Unfortunately, if you don't inform us of special requirements required by your plan and we perform the appropriate dental services that are not covered by your plan; we may bill you directly for those charges. **If current insurance coverage cannot be verified prior to each appointment, payment will be due at the time of service.**

As part of our contract with the insurance companies we are legally required by the terms of the contract to collect any co-pays or deductibles from you at the time of service—**please be prepared to pay them in full at the time of check-in.** Failure on our part to collect these monies can result in cancellation of our provider contract. **Patients who do not have insurance coverage will be expected to pay at the time of service, and we offer up to 15% off the total price of a service (or a group of related services) when it is paid in full prior to starting.** For your convenience we accept Cash, Check, MasterCard, Visa and American Express.

A \$25 charge will be applied for any returned check.

It is our desire to have a mutually respectful relationship with our patients. As part of the relationship we expect our patients to maintain a good credit rating with our office. **Failure to pay for dental services delivered in good faith will cause a patient's account to be turned over to an outside agency for collection. Should collection proceedings be required to collect an outstanding debt you will be responsible for all additional expenses incurred to collect the debt including the collection agency fees and any associated court costs. Should this become necessary you will also be discharged from the practice.** If you should ever decide to file for bankruptcy proceedings against an outstanding debt owed to ICONIC Dentistry it is the policy of our practice to withdraw as a health care provider giving legally required notice.

If a problem arises that may affect timely payment of your account, we encourage you to contact the office promptly for assistance in the management of your account.

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Miscellaneous Points Regarding Insurance Benefit, Coverage, and Pre-Approval

1. No insurance plan covers every dental procedure. **Please note that just because a procedure is not covered doesn't mean that you don't need it.** A decision to do "only what's covered by my insurance" may not be in the patient's best interest.
2. A patient's particular plan may not even cover every procedure that's listed as a "covered benefit". **Oftentimes certain insurance carriers require the office to send in narratives and supporting documentation for pre-approval—and yes, even for those "covered benefit" procedures.**
3. Our office staff do their best in promptly preparing for and sending forth the most accurate information. **However, we have no control over the time it takes, nor the decision made from the pre-approval process by your insurance carrier.**
4. Starting and/or completing any procedure without pre-approval may result in not receiving, or receiving reduced reimbursement for the practice. Because of this, we must wait for pre-approval result whenever it's required.
5. We want to emphasize that the patient is ultimately responsible for his/her own health. If a "covered benefit" procedure is denied (which is possible), and that the patient wishes to proceed, the office will do what it can to help facilitate a sound financial arrangement.
6. Realistically dental works (i.e. crown & bridge, root canal therapy, implant, etc.) have a limited "service life" and patients should have a reasonable expectation for their longevity. Insurance plans may not cover re-work should a failure occur within a year; and it is not the office's policy to automatically give refund for failed dental work.
7. For a best chance of long-term success we highly encourage patients to be on a regular exam/maintenance schedule, which are typically covered by most insurance plans.

I have read and understood the previous pages of documents, including New Patient Checklist, Patient Selection & Retention, Appointment Policy, and Patient Financial Responsibility.

Print Your Name _____

Signature _____

Date _____

Appointment will not be made without patient initials and signature