

TDA Perks Program Means More than Discounts

Most people associate the word “value” with more than just a good price. TDA Perks Program’s motto, “Value for your Profession,” reflects this broader view of the term. The Perks Program is as committed as ever to providing TDA members valuable discounts on quality products and services. But to get a clear perspective on the full value of the Perks program, one needs to look at the many other aspects of Perks “value.”

Exceptional Customer Service

Commitment to customer service is a priority for TDA Perks Program. The Perks Program staff and partners work closely to ensure TDA members receive excellent customer service. When a member calls the Perks office with an issue, a Perks staff member or program representative immediately responds and stays involved until the issue is resolved. Recently, a TDA member who was upset with his credit card processing company contacted the Perks office. His processing machine wouldn’t print receipts or the reports needed to reconcile daily accounts. A Perks staff member contacted Best Card, Perks’ endorsed credit card processing company—even though the member wasn’t enrolled with the company. Best Card’s Rose McKee spent more than 30 minutes troubleshooting the machine, and saved the doctor the expense of purchasing or leasing a new machine. The Perks office received several reports from TDA members of Best Card staff’s extraordinary efforts and willingness to assist them; even members that aren’t enrolled in its program.

Non-Dues Income to TDA

When TDA members participate in Perks programs, they help raise non-dues revenue for TDA. This income helps TDA carry out its mission: to be the “voice of dentistry.” It also helps lower membership dues. Perks saved each TDA member \$118 in 2008, and is working towards increasing this number every year; another way Perks provides value.

Pre-Screened Programs

Perks Programs are reviewed by a board of nine volunteer TDA members. Assisted by a staff of three, the Board reviews the quality, dependability and pricing of potential partner programs, as well as their projected ability to produce revenue. And TDA Perks Program, as mentioned, also negotiates discounts or other special benefits on behalf of the TDA membership with its selected partners.

An Interactive Community

The Perks Program also believes there is value in fostering and being part of a community, and sharing information. Perks is reaching out to TDA members with social media outlets like Facebook and Twitter to promote dialogue within a community of Perks program participants. The Perks Program also recently revamped its website to include new features to make it more user-friendly and interactive. One is improved functionality of its navigation menus to make it simpler for TDA members and their staff to learn more about Perks programs. Another new feature is product-review

sections. TDA members now have the opportunity to share their experiences with Perks programs by posting them online. The ability to post and review comments give TDA members a voice and access to authentic feedback; and it helps the Perks staff monitor the programs. The site also has a new resource section, including an area that highlights Perks program's eco-friendly or "green" products and services. TDA members will also find articles to help them make informed purchasing decisions, as well as podcasts related to Perks programs.

Educational Seminars for TDA Members

Perks sees value in its educational opportunities. Its partners often make excellent seminars available to TDA members. Banc of America Practice Solutions recently offered an educational symposium, "Creating the Office of your Dreams," featuring experts in practice finance, insurance, legal issues, construction, equipment and accounting. The New Office Roundtable event, held in Austin, was exclusively available to TDA members—free of charge. The Medical Protective Company regularly provides risk management seminars to help educate its insured, so they can avoid needing to file a claim.

A Platform for Important Issues

TDA Perks Program also believes that supporting programs that promote important issues contains value. Perks is aligned with the Institute of Medical Preparedness (IMEP)—creator of the Emergency Response System (ERS). The ERS is a comprehensive medical emergency preparedness system created by and for dentists. IMEP's Green Initiative enables its members to access and download all training documents and algorithms online. The cofounders of IMEP strongly believe that a dental office should be fully prepared to face a medical emergency prior to the arrival of EMS personnel; both for the sake of the patient and the dentist's future.

TDA Perks Program understands TDA members have a choice when choosing vendors. Perks works continuously to develop and improve its programs, and encourages TDA members to learn more about the many ways they can benefit from them. For more information, please visit tdaperks.com, or call the office at (512) 443-3675.