

**BRYAN LASKIN,  
DDS**

Dr. Laskin is a graduate of the University of Wisconsin-Madison and the University of Minnesota School of Dentistry. He founded Lake Minnetonka Dental in 2001. He has been voted a "Top Dentist" in both Minneapolis/St. Paul and in Minnesota Monthly magazines. He is an active member of the American Dental Association, Minnesota Dental Association, Minneapolis District Dental Society, and several continuing education organizations. He is President and CEO of OperaDDS.


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# Dental Card Services

## PROVIDES PRACTICES WITH MERCHANT PROCESSING PLANS THAT INCLUDE TRANSPARENT FEES

Dental Card Services helps partners save money on merchant processing. While typical service plans have been known to hide actual costs associated with credit card processing, DCS provides transparent, interchange cost-plus credit card processing programs and wholesale equipment pricing. After being introduced to DCS by a fellow CEREC owner in 2012, Dr. Bryan Laskin did his due diligence and signed up later that year. It's a decision he's never looked back on. The reason, he says, is simple: value, transparency, and service.



**A**s an independent dentist, I'm always looking for ways to increase my competitive position vs. the larger, better-funded and resourced dental service organizations. When I was attending a CEREC event 6 years ago, I learned of a great way to do just that, and it's resulted in tremendous savings and, more importantly, peace of mind in running my practice.

The concept behind Dental Card Services was one that resonated with me. Everyone qualifies for the same program regardless of size, etc. Their motto was leveling the playing field one dentist at a time. Now, you might argue that as a larger practice with 7 associates, I could get better pricing on my own. The answer is not really. Pricing is not a static question. There is an initial price that you sign up for, and then the price you end up paying years later—often the result of hidden price increases every 6 months. Dentistry is riddled with service providers like this. They quote you one rate, but then when you're no longer watching it like a hawk, they get you.

### Transparency = Peace of Mind

I've found over the past 6 years that DCS has been 100% true to their word. During this time, I haven't had to focus on this cost line item for my practice and have saved tens of thousands of dollars. More importantly, I have had peace of mind knowing that I have this area of my practice completely covered. Let's face

it: In dentistry, cost is important. But what is more important is actually doing dentistry and serving our patients. The less time and money I need to spend on nonvalue-added items, the better.

Also, we all know we didn't go to school to understand payment processing, so it's great having a partner that truly has my back. And their interchange cost-plus pricing couldn't be more transparent. You actually can see the markup on the statement—none of this garbage where we have to call to find out what our fees are. And there are no termination penalties or leases. You can leave whenever.

In recent years, I have started multiple software companies and have acquired multiple practices. Each time, I know there is one less thing I don't need to worry about. My team just contacts DCS, and 15 minutes later our new application is submitted with the exact same pricing, and we are up and running in a few days with our new account.

The other aspect of their service is they are the first to admit they aren't perfect. However, when there has been an issue—and it's been rare—they have immediately jumped on it and gotten it rectified.

In the end, it's about their commitment to dentistry. They get the industry. They get the challenges we are facing, and they are here for us. Your practice may not need the help, but take my word for it, it's worth taking 15 minutes to find out for sure—they will be the first to tell you if you are good as is.