

Rathke Family Dentistry, P.C.
Bryan Rathke DDS



100 Medical Center Pkwy
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(936) 291-8383

To our Patients,

We have a very exciting announcement regarding our practice!

Rathke Family Dentistry has recently partnered with Dr. Aaron Fritsch to form a new partnership – **Huntsville Dentistry and Implants!**

Dr. Fritsch has strong family ties to Huntsville, and entered private practice several years ago with long-time local dentist Dr. Scott Logan.

Dr. Rathke and Dr. Fritsch began to realize a shared vision for what private dental practice in Huntsville could be, and resolved to combine their experience and resources to usher in a new era for both practices.

At this point you might be asking, “As a patient, what does this mean for me?” The following FAQ section should help:

Q: Why are the practices merging?

A: This is an extremely important questions! Dr. Rathke and Dr. Fritsch recognize the reality that the profession of dentistry is changing. With corporate dentistry expanding nationwide, and Huntsville experiencing growth from the south, they recognized their practices could be stronger together than they are apart. Their goal is to continue delivering high quality, relationship-based, personalized care to the community as it inevitably changes around us.

Will Dr. Rathke still be my dentist?

A: Yes! Dr. Rathke will continue practicing in Huntsville as he has for the last 10+ years, and looks forward to continue caring for all of his current patients.

Q: Will I still see my current hygienist?

A: That’s the plan! We intend to keep scheduled appointments and provider preferences the same through the transition.

Q: Is this a corporate takeover?

A: NO!!! Dr. Rathke and Dr. Fritsch believe in delivering relationship-based, high quality dental care for the community they both call home. Dr. Rathke and Dr. Fritsch privately own the dental practice with no corporate involvement.

Q: What does this mean for my insurance?

A: Virtually nothing changes! Dr. Rathke and Dr. Fritsch’s practices were already aligned in how they handled dental benefit plans, so your benefit plan will continue to apply as before.

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Q: Will fees increase?

A: Historically, fees for both practices are updated regularly to account for the gradual increased costs of delivery dental care. Patients may notice some fee differences, but these are due to regular market forces as in the past, not due specifically to the merger.

Q: Are you offering new services?

A: Yes! An exciting benefit of this partnership is the combined experience of our doctors. While Dr. Rathke has focused his pursuits on restorative dentistry, Dr. Fritsch has developed a passion for surgery. Our partnership will come with a wider range of offered services to reduce the need for referrals to other doctors. As in the past, some procedures will still best be handled by a specialist.

Q: Will office hours change?

A: Not right now. Both locations will continue to operate as they have.

Q: Will I still be able to reach you after hours?

A: Yes. Our current emergency voicemail system will remain active for after hours emergencies.

Q: Do I still come to my appointments at the same location?

A: Yes... for now! We have an exciting project in the works for the near future, so stay tuned!

Q: Is my upcoming appointment still scheduled?

A: Yes! No changes to the appointment books have been made as a result of the merger. Please come to your regularly scheduled visit. If you would like to schedule a visit, please call our office number as before!

Q: Who do I call if I have questions?

A: Please call our regular office number as always, and we'll be happy to address any questions. We'll be glad to discuss this and answer any questions during your next visit as well.

The short version: Our community is changing, and the profession of dentistry is changing. Both of our practices have had the privilege of delivering high quality dental care to the people our hometown for over 40 years.

Warmest regards,

Bryan Rathke DDS