

PRACTICE DATA	
MANAGEMENT CONSULTANT IN LAST 5 YRS? IF SO WHO?	No
RESULTS	
DESCRIBE INTERNAL MARKETING	Word of mouth
DESCRIBE EXTERNAL MARKETING	Website, community calendar
HAS GROSS CHANGED SIGNIFICANTLY? WHY?	Yes, when economy tanked 2009-local dentists started taking medicaid (bread and butter) now forced to take multiple insurance
LIST SEDATIONS USED - NITROUS, DOCS, IV SEDATION	Nitrous Oxide
IS YOUR PRACTICE MERCURY FREE - NO AMALGAM?	Pretty much
WHAT TYPE RECALL SYSTEM	Postcards 1 month before; phone call 2 days ahead
WHAT TYPE COMPUTER SYSTEM	Easy Dental
PURCHASER MUST PERSONALLY VERIFY PATIENT POPULATION DATA & REDUCED FEE PLANS	
ESTIMATE NUMBER OF PTS LAST 18 MONTHS	1,300
AVERAGE NUMBER OF NEW PATIENTS PER MONTH	
AVERAGE NUMBER PTS TREATED PER DAY BY DENTIST(S)	7
AVERAGE NUMBER PTS TREATED PER DAY BY HYGIENIST(S)	8
HOW FAR AHEAD IS DENTIST SCHEDULED?	2 1/2 weeks
HOW FAR AHEAD IS HYGIENIST SCHEDULED?	6 months
PRACTICE DATA	
% INCOME FROM CASH	10%
% OF PATIENTS PAYING CASH	10%
% INCOME FROM FEE FOR SERVICE INSURANCE	60%
% OF PATIENTS WITH FEE FOR SERVICE INSURANCE	60%
% PRACTICE INCOME FROM REDUCED FEE PLANS	
% OF PATIENTS WITH REDUCED FEE PLANS	
% PRACTICE INCOME FROM CAPTITATION	
% OF PATIENTS WITH CAPITATION	
% PRACTICE INCOME FROM MEDICAID	30%
% OF PATIENTS WITH MEDICAID	30%
% PRACTICE INCOME FROM REDUCED FEE PLANS	30%
% OF PATIENTS WITH REDUCED FEE PLANS	30%
SCHEDULING DATA	
MONDAY	8 AM - 5 PM
TUESDAY	8 AM - 5 PM
WEDNESDAY	
THURSDAY	8 AM - 4 PM
FRIDAY	
SATURDAY	
SUNDAY	
OWNER HOURS WORKED PER WEEK	23.5
ASSOCIATE HOURS WORKED PER WEEK	
HYGIENIST HOURS WORKED PER WEEK	23.5
DENTIST PATIENT VISITS PER YEAR	1,200
HYGIENE PATIENT VISITS PER YEAR	1,200
NUMBER OF DAYS WORKED PER YEAR	150
NUMBER OF WEEKS WORKED PER YEAR	50
COLLECTION DATA	
WHAT IS YOUR COLLECTION PERCENTAGE	
ACTUAL ACCOUNTS RECEIVABLE BALANCE	\$32,000
WHAT IS YOUR PATIENT CREDIT BALANCE	
ACCOUNTS RECEIVABLES - CURRENT	\$32,000
ACCOUNTS RECEIVABLES - 31-60 DAYS	
ACCOUNTS RECEIVABLE - 61-90 DAYS	
ACCOUNTS RECEIVABLE >90 DAYS	

WHAT PERCENTAGE OF THE PRACTICE INCOME IS:	
HYGIENIST PRODUCTION	25%
OPERATIVE	25%
PEDODONTICS	
ORTHODONTICS	
IMPLANTS	
REMOVABLE PROSTHETICS	13%
FIXED PROSTHETICS	12%
ENDODONTICS	3%
PERIODONTICS	
ORAL SURGERY	17%
COSMETIC	5%
TMJ TREATMENT	
SOFT TISSUE MANAGEMENT	
OTHER	
TOTAL	100%
WHAT SERVICES ARE REFERRED OUT?	Impactions, Ortho, Perio Surgery, Implants
REVENUES SOURCES	
IS ANY OF YOUR REPORTED INCOME FROM ANY OTHER SOURCE THAN PATIENT TREATMENT FROM THIS PRACTICE?	No
IF SO HOW MUCH IN CURRENT PERIOD?	
IF SO , HOW MUCH FOR LAST YEAR?	
IF SO HOW MUCH FOR THE PREVIOUS YEAR?	
WHAT IS THE SOURCE OF THIS OTHER INCOME?	
FEE SCHEDULE	
ADULT PROPHY 01110	\$80
TWO SURFACE ANTERIOR COMPOSITE 02331	\$180
CORE BUILD-UP 02950	\$240
CROWN - GOLD/PORCELAIN 02750	\$1,050
ANTERIOR CANAL ROOT CANAL 03310	\$700
PANORAMIC X-RAY 00330	\$90
TWO SURFACE POSTERIOR COMPOSITE 02392	\$200
CROWN - PORCELAIN CERAMIC 02740	\$100
LABIAL PORCELAIN VENEER 02962	\$100
BICUSPID ROOT CANAL 03320	\$800
AVERAGE OF FEES	\$354
PERCENT OF FEE PARITY	59%
DEMOGRAPHIC DATA	
WHAT IS APPROX. POPULATION OF YOUR CITY OR TOWN	25,000
WHAT IS APPROX. POPULATION OF YOUR DRAWING AREA	75,000
APPROXIMATE NUMBER OF GENERAL DENTAL PRACTICES WITHIN	thirty-one
MAJOR EMPLOYERS IN AREA	CSX, Western Maryland Health System, State and Federal Prisons, some factories
DESCRIBE ANY MAJOR ECONOMIC CHANGES IN DRAWING AREA	

STAFF DATA				
POSITION	YEAR HIRED	STAY	BENEFITS	ANNUAL SALARY AND/OR COMMISSION PERCENT
RECEPTIONIST				
OFFICE MANAGER	2017			\$23,025
INSURANCE				
OTHER FRONT DESK				
BOOKKEEPER				
ASSISTANT	2001	Yes		\$21,352
ASSISTANT				
ASSISTANT				
ASSISTANT				
ASSISTANT				
HYGIENIST	2016	Yes		\$24,356
HYGIENIST				\$2,804
HYGIENIST				\$1,582
HYGIENIST				\$400
LAB TECHNICIAN				
LAB TECHNICIAN				
ASSOCIATE				
ASSOCIATE				
ASSOCIATE				
WHAT BENEFITS DO YOU PROVIDE FOR THE STAFF?			Paid holidays, 1 week vacation pay after 1 year; 2 weeks after 2 years	
DO YOU HIRE ANY UNPAID FAMILY MEMBERS? No				
WHAT POSITION DO THEY HOLD?				
WHAT IS THE ESTIMATED MARKET VALUE OF THEIR JOB?				
THAN THE NORMAL SALARY FOR THEIR POSITION?				
WHAT POSITIONS AND WHAT IS AMOUNT OF OVER/UNDER COMPENSATION FOR EACH				
COLLECTION CENTERS				
PERIOD		1/1/2017 - 9/15/2017	2017	2016
GROSS COLLECTIONS		\$129,000	\$196,000	
OWNER COLLECTIONS				
HYGIENIST COLLECTIONS		\$32,250		
ASSOCIATE COLLECTIONS				
ASSOCIATE COLLECTIONS				
ASSOCIATE COLLECTIONS				
ASSOCIATE COLLECTIONS				
ASSOCIATE SALARY IN DOLLARS OR COMMISSION PERCENT				
HYGIENIST SALARY IN DOLLARS OR COMMISSION PERCENT				

CONFORMITY DATA	
DOES YOUR PRACTICE MEET OSHA STANDARDS? WHY NOT?	Yes
DOES YOUR PRACTICE MEET HIPAA STANDARDS? WHY NOT?	Yes
ANY DISCIPLINARY ACTION IN LAST 7 YRS? EXPLAIN	No
ANY PRACTICE LAWSUITS FILED IN PAST TEN YRS. EXPLAIN	No
DESCRIBE ANY HEALTH PROBLEMS WHICH WOULD AFFECT YOUR PRACTICE OF DENTISTRY?	No
INSURANCE EXPLANATION	
TOTAL EXPENSE FOR INSURANCE IN CURRENT PERIOD	
HOW MUCH OF TOTAL IS FOR OWNER HEALTH INSURANCE?	
HOW MUCH OF TOTAL IS FOR STAFF HEALTH INSURANCE?	
HOW MUCH OF TOTAL IS FOR OTHER OWNER BENEFITS?	\$1,000
HOW MUCH OF TOTAL IS FOR MALPRACTICE INSURANCE?	\$1,500
HOW MUCH FOR TOTAL IS FOR BUILDING INSURANCE?	\$1,428
TAXES AND LICENSES EXPLANATION	
TOTAL EXPENSE FOR TAXES	
HOW MUCH OF TOTAL IS FOR PAYROLL TAXES?	
HOW MUCH OF TOTAL IS FOR STAFF PAYROLL TAX?	
HOW MUCH OF TOTAL IS FOR OWNER PAYROLL TAX?	
HOW MUCH OF TOTAL IS AD VALOREM (PRACTICE EQUIP)?	\$734
HOW MUCH OF TOTAL IS FOR REAL ESTATE TAXES?	\$1,305
PENSION EXPLANATION AND 401k COMBINED	
TOTAL EXPENSES FOR PENSION PLAN	
HOW MUCH OF TOTAL IS FOR STAFF	
HOW MUCH OF TOTAL IS FOR OWNER?	
BENEFITS EXPLANATION	
TOTAL EXPENSE FOR EMPLOYEE BENEFITS	
HOW MUCH OF TOTAL IS FOR STAFF?	
HOW MUCH OF TOTAL IS FOR OWNER?	
REDUCED FEE PLANS	
NAME OF PLAN	PAYS WHAT PERCENTAGE OF YOUR USUAL FEES
Maryland Child Medicaid	
Maryland Adult Medicaid	
United Concordia	
Met Life	
Aetna	
Cigna	
Blue Cross/Blue Shield	
Guardian	
Delta	

DESCRIBE YOUR PRACTICE, STAFF, PATIENTS, COMMUNITY, AND PRACTICE PHILOSOPHY AND THE BEST STRENGTHS AND WORST WEAKNESSES OF YOUR PRACTICE:

Honesty, small, friendly, helpful. Emergencies seen same day.