

July 2020

*Exclusively to Clients and Friends
of Advanced Practice Management*

BULLETIN

THE 2020 DENTAL ECONOMY ACCORDING TO THE NUMBERS:

Our Dental Dow shows that for the mature area practices sampled, practice production was down 30% and collections were down 27% the first half of 2020 compared to the first half of 2019.

Total patient flow was down 33% with new patients down nearly 48%.

As practice production declined, collections ticked up a bit as they tapped off Receivables. The collection percentage increased from 80% to 84%.

Anecdotally, we are seeing quite a number of practices that had a big month in June. In fact, in our Dow, 20% of the practices had **All Time** highs. So, everyone is working hard to catch up on that backlog.

In our business, we are in contact with about 400 dentists on an ongoing basis. Most dental offices have been open about two months now and fortunately there has been no rash of COVID-19 with dentists, hygienists or assistants. We are now starting to hear of cases where staff members test positive for COVID-19, but it appears that these are mostly from community contacts, not the dental office.

It's very important that you have a plan in place for when a team member or a patient gets COVID-19. It's not a matter of if, it's when. Of course, you are taking all the precautions with the assumption that everyone you treat could have COVID-19 anyway. Just like for years, you had that same assumption about Hep-C, HIV, etc.

So, let's hope that the "New Normal" becomes increasingly, well, normal!

Keep the numbers coming and we'll keep you posted.

BACK IN BUSINESS! – PRACTICE RECOVERY

Most practices have a backlog of about two months' worth of hygiene patients and the commensurate operative work. At the same time, our most recent survey shows that many practices have expanded (at least temporarily) hygiene appointment lengths, which can turn the **back log** into a **log jam!**



Bill Rossi

So, it has been very good to hear that patients are willing, even eager, to see the Dentist.

Because of the backlog, many practices have a challenge making room for new patients. Since it is likely practices have two months of "missed" new patients, it is important to catch up on this too. We are advising practices to add to hygiene capacity in any way they can through adding days, more hours to the days, or adding hygiene help. Block out time for new patients. The faster you get your patients in, cared for, and active, the more secure your active patient base will be.

We know that beyond direct COVID-19 concerns, there are going to be impacts on dental offices due to the overall economy. However, as I discussed in my May bulletin, dental offices have been amazingly stable through poor economic times ([Click Here](#)) "Make hay when the sun shines."

RESULTS ARE IN FROM OUR 3RD PRACTICE RECOVERY SURVEY (sent out July 16)

[Click Here for Results](#)



OUR TEAM IS YOUR TEAM!

Advanced Practice

MANAGEMENT and TRANSITIONS

We Believe In You!

We believe that Independent Private Practice is the best way to deliver dentistry. It is best for the patients, the doctors and the staff. Private practices can be more selective with their continuing education and technology. They can also be more adaptable and efficient. **Most importantly, the people who make decisions about patients' dental care are the ones in direct contact with them.** We also believe that professional management support helps **good practices be better** and thrive in a competitive environment.

