

April 2022

Exclusively to Clients and Friends  
of Advanced Practice Management

## BULLETIN

### DENTAL DOW First Quarter 2022

For the mature practices sampled, we found that practice Production was up 1.5% and Collections were even with the first quarter of 2021.



Bill Rossi

Overall patient flow as measured by exams was down 2.7%. We feel that this is due more to limited hygiene capacity than patient demand *per se*...hygiene hours worked were down 3.5%. Doctor hours worked were up 3.5%.

Although total patient flow was down, new patients were actually up 19%. Crown and bridge was up 6%, perio production up 9% and the total production per exam was up 2.5%.

This mild increase over the previous year is dramatically different. You'll recall that back in our first quarter 2021 Bulletin we were looking at Production gains of 24% and Collections gains of 17% because of the dramatic changes between 2020 and 2021.

### WHAT A DIFFERENCE A YEAR MAKES

As many of you already know, practices across our area are experiencing busyness at unprecedented levels. They are trying to meet demands while oftentimes short staffed. This busyness has certainly had an effect on practice sales. Many small and medium sized practices are selling at a much slower rate. In years past it was certainly easier to find a practice interested in merging, or doing a records purchase. This could be "The Best Deal in Dentistry" because it is a very profitable way to top off a practice.



Matt Lahn

### What's Inside:

- The Dental Dow—First Quarter 2022
- What a Difference a Year Makes
- Prepare your Dental Practice for Unexpected Circumstances
- Statistical Snapshot
- What is Your Job?
- It's Convention Time (April 28-30)

For now, demand for these practices has cooled. Like any market, there is an ebb and flow to practice sales.

### PREPARE YOUR DENTAL PRACTICE FOR UNEXPECTED CIRCUMSTANCES

No one wants to consider worst-case scenarios, but as many of us have experienced, situations such as death, illness, or disability can occur unexpectedly. For this reason, it is important to prepare your dental practice for unforeseen circumstances.

Do you have a plan in the event that you are no longer able to run your practice? Unexpected events are hard on families and individuals. There are some simple steps you can take now to make dealing with your practice easier on your family.

1. Consult an estate planning attorney. Working with an estate planning attorney, put a power of attorney you trust in place that includes and outlines your wishes for your practice.
2. Have a contact list handy:
  - a) Accountant
  - b) Attorney
  - c) Landlord/Leaser
  - d) Real Estate Broker
  - e) Practice Broker
  - f) Financial Advisor
3. Get a practice appraisal! A certified practice appraisal on hand can also provide a starting point if the practice should need to be sold quickly. It also serves for

## 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.



financial and retirement planning.

Call Matt or Wendy (952-921-3360) to ask about our unique "Extended Appraisal" for your practice.

### STATISTICAL SNAPSHOT

**Front Desk Collections:** Front Desk Collections are an indicator of how well patients are handed off to the front desk and how well the front desk will negotiate for payment at the time of service. In a way, it's a measurement of communication.



Robyn Theisen

#### Collections as a % of Production

Average	35%
Low	12%
High	76%
75 <sup>th</sup> Percentile	40%

Usually, strong front desk collections go hand in hand with strong case acceptance because it's an indicator of how well patients are being led to the administrative team and what sorts of conversations are happening, it is also an indicator of a well-organized office.

So if you are not currently measuring front desk collections on your Manager Reports, we encourage you to do so. Call your consultant or our Data Manager, Wendy (952-921-3360), if you have any questions about this or how to track it.

### WHAT IS YOUR JOB?

#### What is it that you do?

You're not *just* a dentist, therapist, assistant, hygienist or administrative team member. You are in the business of creating longer, healthier and happier lives.



Brooke Ackerman  
MSDH

And you get to do that every day! What a privilege. Sometimes it is easy to overlook the difference you are making while dealing with the challenges of practice ownership and management. I'm challenging you to get back to the basics beginning with the foundation of the dentition: the periodontium.

As total health advocates, the latest research on periodontal disease and its many detrimental implications should be a focus in your practice. According to cdc.gov, highly prevalent but preventable chronic periodontal disease affects 42% of U.S. adults. Furthermore, we now know how periodontal disease is linked to diabetes, pregnancy complications, heart disease, stroke and Alzheimer's.

Is your dental practice at the forefront of disease prevention and progression? Are you creating longer, healthier and happier lives by actively treating perio-

dontal disease? 2019 data from Dental Intelligence of over 4,100 dental practices shows that the average dental practice has a perio patient % of 16% (patients over 30 years of age). The bottom 10% treated 4% and the top 10% treated 36%.

To close the gap between U.S. Adults with periodontal disease and those being treated, practices must have set protocols and procedures in place. We call this clinical calibration. The overarching goal of clinical calibration is to provide the best patient care possible consistently. This is real life - Preventive Quality Control - we can show you how. Call me, Brooke (952-921-3360) if you want me to run the statistics on your practice.

### IT'S CONVENTION TIME!

(APRIL 28-30)

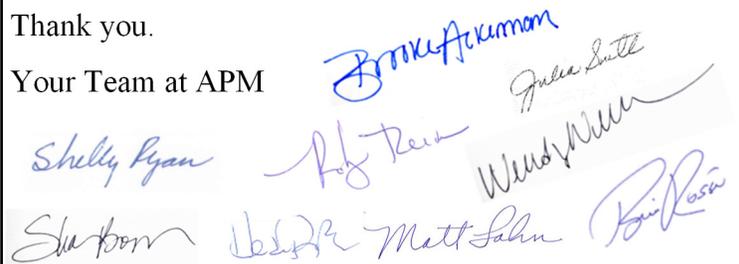


Be sure to stop by our booth (#424) to say "Hello" and tell your team we'd like to see them as well! **We have chocolate!**

Also, if you have friends that want to take their practice to the next level, please tell them to talk to us. We get more results for more offices in our area than all other consulting outfits combined. The Upper Midwest - practice management-wise - is a bit of a jungle and no one knows the ropes (vines?) better than us. Like you, we rely on our hard work and the good words of our clients to meet more great clients!

Thank you.

Your Team at APM



### OUR TEAM IS YOUR TEAM!

Advanced Practice

MANAGEMENT and TRANSITIONS