

# ADVANCED

November 2023  
 Exclusively to Clients and Friends  
 of Advanced Practice Management

## BULLETIN



Bill Rossi

### DENTAL DOW

#### Third Quarter 2023:

For the mature area practices sampled, **Production** was up **4.6%** and **Collections** were up **4.8%** compared to the first three quarters of 2022. Total Patient Flow was up 1.4% but New Patients were down 5.4%. The Production per Exam was up 2.6%.

Doctor Productivity was up 4.2% and Hygiene Productivity was up 4.5%.

Some of this, no doubt due to fairly aggressive fee increases – about 4% in our area.

We heard from Dentists about the usual “September Slump” but overall Dental activity, post-pandemic, has been surprisingly brisk and sustained.

### BUYERS WANT TO KNOW THIS, YOU WANT TO KNOW THIS!



Matt Lahn

Of course, when you put your practice up for sale you will have an appraisal done, set an asking price and have general information available for prospective buyers.

Once a buyer is in serious pursuit of your practice, they will want to know what PPOs you participate with. They will also want to



Wendy Nelson

### What’s Inside:

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know the relative proportion of each and how much the write-offs are running each month. You will want to know that too.

In many practices, PPO write-offs are a larger expense than staff wages. Any serious buyer is going to want to look into that.

Ask yourself; “How much am I writing off per month for Delta? MetLife? Cigna? And which “Umbrella groups” (such as Premier PPOs, Connection, Dentemax) am I with? And what are their respective fee schedules?” Do you know?\*

Most offices just have one generic “Insurance Credit Adjustment” code that is a catch-all for all the insurance write-offs. We suggest that you create codes for each of the most active PPOs in your practice. Then, at the end of each month you can see what they cost you. Just because you don’t write checks to PPOs doesn’t mean they don’t cost you! The buyer knows it is going to cost *them*. Not having this information available will really slow down the selling process, not to mention the lender is going to require this information as well. So, it is far better to have this available before or as soon as you list the practice.

## 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.



In the old days when dentists actually had full control of their fees, most dentists took a balanced approach. They wanted to be average or maybe slightly above average. Nowadays, the level of your fees is set not by you so much as by how many PPOs you carry. So, balance your PPO participation. You may be carrying too many.

Put yourself in the buyer's shoes. Would you really want to work 30% or 40% of your time for free to cover write-offs? If you are choosing between 2 practices; would you prefer a practice with less or more PPO participation? By the way, do you, right now, personally think that PPO participation is the core reason for your practice's success? If you think so, you are wrong. You have more power than you think.

*\*We have a spreadsheet at APM which can help you organize your fee schedules so you can get a clearer look at things. Just Call.*

## **ANOTHER USE FOR YOUR DIGITAL SCANNER?**

**Your Patients Will be Impressed!**



Brooke Ackerman  
MSDH

Put your technology to work for you. A digital scanning machine is a substantial investment. *Make it work for you!* If you're not scanning patients in the hygiene chairs, it's time to reconsider.

Research has found that 65% of the general population are visual learners, meaning they need to see information to retain it.<sup>1</sup> Seeing is believing. Visuals add a component to communication that written and verbal methods do not: speed. Studies show that the brain can process images and videos 60,000 times faster than text, making image-based communication remarkably valuable.<sup>1</sup> Use this to your advantage; **stop talking and start scanning!**

With practice, a skilled clinician can scan the

maxillary arch, and mandibular arch and bite all in under 2 minutes. Now, right on the spot, patients *see* what's going on in their mouths. This creates substantial value and engages patients in productive conversations. They can quickly see the value of your treatment recommendations.

ITero has a TimeLapse feature that is essential to track changes and educate on changes in gingiva and teeth over time, including recession, abfraction, abrasion, and signs of occlusal disease. Sure, we can document with notes and pictures- but nothing comes close to the accuracy and visibility of a digital scan. Again, people retain 80% of what they see, compared to 20% of what they read and only 10% of what they hear.<sup>1</sup>

My tips to start scanning in Hygiene:

1. Treat the scanner like a sensor, meaning it gets used and placed back in a central location.
2. Set goals and start small. Scan 1-2 patients a day. Or focus on New Patients. Attach a code for scanning when patients are not due for x-rays. Celebrate your progress!
3. Malocclusion is a dental condition, just like caries, and should be documented accordingly. If you're not offering treatment for malocclusion in the office, a referral should be in the patient's chart.

Currently, very few offices utilize their digital scanners in Hygiene. Engage your patients. Seeing is believing!

1. Yasser El Miedany , Hala Lotfy , Nadia Elaroussy , Dalia Mekawy , Samah Nasef , Yomna Farag , Samah Almedany , Maha El Gaafary Share Decision Making Aid for Juvenile Idiopathic Arthritis: Moving from Informative Patient Education to Interactive Critical Thinking

## **BILL ROSSI JOINS MCGILL & HILL GROUP IN ST. THOMAS**

After eight years, McGill & Hill Group is pleased to return to the Virgin Islands on **January 22-26, 2024!** Their series offers 5-days of tax, finance and business-related topics – all from the \$425M newly renovated Westin Beach Resort at Frenchman’s Reef. But that’s not all, **Bill Rossi** of Advanced Practice Management is joining forces and presenting on **PPO decisions**, practice management, and patient flow strategies on Monday, January 22 during the Financial Management for Practice Owners session. Whether you're just starting your career, mid-stride, or nearing the finish line, this generous subject matter will help you better navigate the ever-changing dental industry steering you towards achieving financial independence. Don’t delay – early bird prices end on November 22 and spots are limited! To learn more, visit [www.McGillHillGroup.com/Seminars](http://www.McGillHillGroup.com/Seminars) or email [seminars@mcgillhillgroup.com](mailto:seminars@mcgillhillgroup.com)

## **MARKETPLACE TRENDS**

We just completed our 43<sup>rd</sup> annual survey for Upper Midwest Dentists.

**Metro Fees:** An unweighted sample showed 2023 Metro Area fees were up **4.3%** over 2022.

**Outstate Fees:** Outstate Fees were up **3.7%**. Outstate fees are about 14% lower than Metro fees.

**Metro Area Wages:** Wages for experienced Metro Area staff (8+ years): Administrative +**2.4%**, CRDAs +**6%**, Hygienists +**7%**, Office Manager +**6%**.

**Outstate Wages:** Wages for experienced Outstate staff (8+ years): Administrative +**6%**, CRDA +**6%**, Hygienists +**6.5%**, Office Manager +**7%**.

**Dentists continue to be optimistic about the future.** 26% of dentists said they were “**Very Positive**” and 48% said they were “**Positive.**” 6% of dentists said they were “Pessimistic” and 3% said “Very Pessimistic.”

## **Your Top Issues:**

1. Staff Wages, **finding staff**, etc. are the top issues by far.
2. **PPOs** and their write offs.
3. **Overhead** – of course this relates to the significant increase in wages and other expenses.

You can access our 2023 Survey Results on our website at:

<https://advancedpracticemanagement.com/surveys/>

## **GOALSETTING**

It’s that time again: It’s our annual tradition to send you our “Goalsetting Outline.” Many of our clients have found this helpful. Take **30 minutes now** to greatly increase your chance of success next year. If you wish, share your goals with us.

Year after year, we see that clients who set goals and keep them in mind, do better. They don’t necessarily hit all of the goals all of the time, but they achieve most of them.

**It’s our job to help you set and reach your goals.**



**OUR TEAM IS YOUR TEAM!**

**Advanced Practice**

MANAGEMENT and TRANSITIONS

## **YOUR 2024 GOALS AND PROJECTS WORKSHEET**

Dr. \_\_\_\_\_  
(Send us a copy too if you wish)

- 1) What did you feel best about accomplishing in 2023?
  
- 2) What issues and concerns are you currently facing in your practice?
  
- 3) What would you like to see happen in 2024 to make your practice even **better for your patients, your staff** and as a **business**? Be as specific as possible.
  
- 4) Statistically, what are your practice goals (Production, Collections, New Patients, Overhead, Net Income, Savings, etc.)?
  
- 5) List other Improvements and Projects (Continuing Ed, Additional Services, Facility Improvements, Staffing, Staff Training, Technology, etc.)

**VISUALIZE! See yourself accomplishing your objectives and enjoying the benefits of your labors! See it and chances are it will come to pass!**

**BELIEFS -> VALUES -> MISSION -> GOALS -> STRATEGY -> TACTICS**