

August 2025

Exclusively to Clients and Friends  
of Advanced Practice Management

## BULLETIN



Bill Rossi

### DENTAL DOW First Half 2025

Compared to the first half of 2025 to the first half of 2024, we find Production was up 2.8%, collections were up 2.2%. Total Exams increased less than 1%, New Patients were down about 3%. Crown & Bridge was down about 1%.

These are relatively flat numbers compared to the brisker growth in 2024. Last year at this time, Production was up 7.5% and Collections were up 6%.

The Collection Percentage for our Dow sample is 80% and is down a point from the previous year.

The Dow is a sample of mature Upper Midwest practices that were not undergoing any major changes.



Shelly Ryan

### Are Medicare Advantage Plans Taking Advantage of You?

Most doctors like their older patients. Older patients usually have more dentistry to do. They show up for their appointments. You don't want to lose them. Yet do you want to work at a loss?

There are hundreds of different Medicare Advantage Plans, and many change every year.\* UHC is the largest Advantage Plan insurance, and they alone have over 6 different dental plans. There are a few that are very generous – essentially giving a participant \$2,000 to \$3,000 per year to spend on dentistry and/or vision care. However, most have low fee

*\*There are over 100 Advantage plans offered in Minnesota alone. And every county has a different mix of plans available.*

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## TO GET THE FEE & WAGE SURVEY THIS SEPTEMBER (ONLINE!!)

Invitations to our 45<sup>th</sup> Annual Fee & Wage Survey (online) will be emailed to Dental offices in the **Mid-west** region in mid-September. We sent out reminder emails this past week to all those on our participant list. Don't be left out! If you didn't receive a reminder, no worries, you can register to join the survey:

Scan the QR Code



OR

Type the URL to your browser:

<https://advancedpracticemanagement.com/registration-fee-wage-survey/>

OR

You can contact us, and we will get you registered:

- Email: [APM@AdvancedPracticeManagement.com](mailto:APM@AdvancedPracticeManagement.com)
- Call: (952) 921-3360
- Contact us through our Website: <https://advancedpracticemanagement.com/contact-us-2/>

## 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.



schedules for participating providers - as bad as most PPOs. It feels pretty disingenuous for the Medicare Advantage Plans to say “We give you dentistry along with Medicare coverage...” but what really happens is you (the Dentist) are the ones giving the patients essentially free dentistry at cost or less than cost.

**Our advice is that generally you should not participate with Medicare Advantage Plans** – with few exceptions (e.g., if there is a plan that pays well and it has a dominant presence in your area).

If keeping your older patients is an issue, we recommend the following:

*“Mrs. Smith, we do not participate in Medicare Advantage Plans, however, we do offer our seniors a 20%\* savings for payments in full made at the time of service.\* We will process the claim for you and forward a check to you for whatever your plan pays.”*

*“There continues to be a variety of Medicare Advantage Dental Plans, so we feel this is the simplest and fairest approach. It is a very good alternative for our seniors and helps us make dentistry comfortably affordable.”*

We think the above approach has several advantages:

- You can look at your senior patients in the eye and know that they are still getting a very good deal – a 15%-20% saving is a good deal. Yet you are not taking 30% to 50% discounts.
- It is very easy for your admin team to deal with. They just quote your fee, less 15%, for payment at the time of service. No need to know the nuances of each plan.
- Some Seniors will still only go to participating providers, so you will still lose some patients. Yet, most Seniors value their dentist for more than their in-network participation.

Many Seniors are watching their budget closely. If they choose to go to another dentist that participates in the plan, it's always good to be graceful about it, ***“We understand. If your circumstances change you are always welcome back here...”*** Guess what, some of them will end up returning!

The bottom line is that the Advantage Plans are here, and they continue to increase. (Over 54% of Seniors on Medicare are on these plans. In 2007, it was just 19%.) Be very wary about participation. The number one thing is to continue to do all the good stuff you do, so patients want to continue to see you and your team – not because you participate with Medicare Advantage – but because you are you! It's safe to say that Seniors in general are a pretty loyal group if you take good care of them.

*\*Or 15% or 10%. Your call.*



**Matt Lahn**



**Wendy Nelson**

## **IF YOU HAVE A BUYER IN HAND, MAKE SURE THE DEAL LANDS!**

Finding someone—or having someone find you—who is ready to purchase your practice is exciting. It can save you months of searching, waiting, and sorting through prospective buyers. In many ways, it feels like the hardest part is behind you. Even in the case where you may have an associate in line to buy, it is not necessarily a done deal.

As the saying goes, **“There’s many a slip between cup and lip.”** Even with a willing buyer, there are plenty of things that can trip up a deal before it closes.

### **Potential Deal Breakers:**

Some of the most common roadblocks include:

- **Financing challenges** – Even a committed buyer may hit snags getting approved for the necessary funding.
- **Lease Complications** – Landlord approvals, lease assignments, or renegotiations can slow or stall progress.
- **Advisor Negotiations** – Any wise buyer will have an advisor—such as an attorney or accountant—who will want to negotiate terms and price. While this is a natural part of the process, it can introduce friction.

**Why a Transition Specialist Matters:** These complexities are normal, but they can strain the buyer-seller relationship if not handled carefully. That's where a **transition specialist** makes all the difference.

They know how to work with bankers, lawyers, landlords, and other key players to keep things moving forward. Just as importantly, they can facilitate communication with the buyer's advisors—preserving goodwill and trust between both parties.

**Your Advocate for a Smooth Closing:** Finding a buyer is a big step—but it's only the first one. Selling your practice is not something that happens every day, so you can't expect to know everything; so this is not a DIY situation. To make sure your deal closes, get an experienced pro on your side.



## **OUR TEAM IS YOUR TEAM!**

**Advanced Practice**

MANAGEMENT and TRANSITIONS