Advanced Practice
MANAGEMENT and TRANSITIONS

ADVANCED

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Exclusively to Clients and Friends of Advanced Practice Management

BULLETIN

What's Inside?

Bill Rossi

DENTAL DOW
Third Quarter 2025

For the mature area practices sampled, production was up **2.9%** and collections were up **2.1%.** Patient flow as measured by exams was **up 3%.** The overall production per exam was up **3.4%.** New patients were down 3.4%.

This is not brisk growth as the numbers through the 3rd Quarter for 2024 when production and collections were up about 8%!

The lowest collections percentage in this group was 61%; the highest 94%; the average 82%.

Doctor production per hour worked was up 4.6% to an average of **$820. Hygiene production per hour** worked was up 2.4% to an average of **$194**. Doctor downtime was about 12% whereas the hygienists average about 9% (Open time due to cancellations and failures).

Kimberly Radke

Are You Scaring Off New Patients?

Have you ever heard your administrative team member say, *"We are out of network with your insurance."* What do they say after that?

Unless you are or want to sign up with every PPO there is, you and your team HAVE to know how to welcome patients whether they are in or out of your PPO network.

The number one source of new patients and most patient private practices is by referral. Since referred by their neighbors, friends, or coworkers, they may or may not have looked at the insurance company provider list.

Your admin team gets hammered by questions all the time, like *"Do you take my insurance?". "Does my insurance cover this?"* etc.… Naturally they can come to think insurance participation is the most important reason a patient comes, or doesn't come, to your practice. **It isn't.** We know this because almost every practice, including yours, see patients on an out-of-network basis and the patients are perfectly happy.

So, when you hear your team say things like, *"You might want to check with your insurance company to see if you have benefits here…"* That's a sure way to scare off potential new patients.

The longer someone works at the front desk in a dental office, the more deeply held their beliefs and attitudes. They need to work through things, so they know how to ethically and warmly welcome any patient regardless of their insurance. **Unless you have really worked through this with your admin team, you are not seeing as many new patients as you could be.**

Just call or email us and we can arrange to address this in your 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.

Matt Lahn

Wendy Nelson

Five Transition Mistakes Dentists Make When Listing Their Practice for Sale:

Selling a dental practice can be one of the most important business decisions a dentist makes. It's the culmination of years—often decades—of care, dedication, and hard work. Naturally, when preparing to sell, many owners want to maximize the value of their practice. But just like a homeowner looking to sell, not every investment leads to a higher sale price.

Think of it this way: **installing a pool doesn't necessarily raise the value of a home.** The same principle applies to dental practices. It's less about expensive upgrades and more about maintaining a practice that looks—and feels—well cared for.

Mistake #1: Investing in High-Cost Equipment Right Before Listing

It's a common misconception that purchasing new, high-ticket items like a Cone Beam CT or a CEREC system will automatically increase the value of a practice. While this equipment can be useful for clinical operations, buyers rarely pay full price for brand-new technology they didn't choose themselves. In many cases, these purchases can reduce your net proceeds instead of enhancing them.

Mistake #2: Neglecting the Practice's Digital First Impression

In today's market, a practice's online presence is its digital curb appeal. An outdated website, poor Google search visibility, or minimal online reviews can make even a strong practice look neglected. Before listing, take time to:

- Update your website with professional photos, current staff bios, and accurate service information.
- Encourage satisfied patients to leave honest Google reviews.
- Make sure contact information and hours are correct across all online directories.

These small efforts convey professionalism and stability—two things buyers always look for.

Mistake #3: Overlooking the Physical Appearance of the Office

A clean, well-maintained space sends a powerful message to buyers. While you don't need to invest in a full remodel, basic improvements go a long way:

- Professionally clean carpets and upholstery.
- Repair scuffed walls and touch up paint.
- Replace burned-out lights or outdated décor.

A bright, clean environment tells a buyer the practice has been cared for and is ready for a seamless transition.

Mistake #4: Not Focusing on Daily Protocols

Regular staff training is critical to ensure that your day-to-day interactions with patients are effective, and that the best semantics are being used across the various roles in your Practice.

- You want your staff to use first-class phone skills. For example, are new patients being warmly welcomed into the practice whether in or out of network? When scheduling a visit are patients being asked "Who else in your family would you like to schedule?"
- Make sure you have a systematic approach to recall; one that is practiced regularly, not just to fill in appointments where needed. **Keep your active patient base active!**

Mistake #5: Waiting Too Long to Prepare

The best transitions happen when dentists begin preparing **at least 2-3 years before** they plan to sell. Waiting until the last minute often results in rushed decisions, missed opportunities, and a lower valuation.

Brandon Collier

Pay Attention to the Rate on Your Business Money Market Account:

If you took our advice and opened a money market account to earn a higher yield on excess cash in your business bank account, know that the bank may cut the rate without notice – and that is exactly what happened to us. Last year we signed up for a promotion of 4.5% guaranteed for six months, at which point the rate would reset. While reviewing recent activity online we learned that "reset" means that it could drop to nearly zero! This savings account went from 4.5% to 0.5%. When we went to the branch to inquire, the representative was a bit sheepish. He told us that the bank will match other banks' money market fund offers. He had two such competing offers sitting on his desk. He didn't have the authority to reinstate the higher rate, but he called his superior who did so, using one of a competing bank's higher rates as justification. A six-month teaser rate like this is something you need to stay on top of.

Reprinted with permission from Collier & Associates, Inc. Contact Brandon Collier at: Email: bcollier@collieradvisors.com***, Website:*** *www.collieradvisors.com****, Telephone: 216-765-1199 We highly recommend this newsletter. Great financial, tax and general advice for Dentists.***

Survey Highlights:

The 2025 Fee, Wage PPO and Technology survey results are out! If you did not participate and would like to next year, please register to get on our list: https://advancedpracticemanagement.com/registration-fee-wage-survey/

To view the surveys, click this Link: https://advancedpracticemanagement.com/surveys/

We have a lot of resources for you on our website. Call the office to get the "Secret Code" for wages because, to keep peace, we keep that confidential to doctors.

We also have an excellent source of overhead statistics, courtesy of the fine team at McGill and Lyon Dental Advisors (https://advancedpracticemanagement.com/profitability-benchmarking-by-specialty/). Plus, many articles on PPOs and transitions and other practice management strategies.

Your Issues:

Again, "Staff Wages, Finding Staff and Teamwork" is the top issue. That's followed by "PPO write offs." And third is "Overhead."

Every practice has some write-offs but if you are collecting 75% or less of what you produce, you probably needn't be. Call us. We are the country's experts on helping doctors strategically and safely balance their PPO situation. No sales pressure, call (952-921-3360) or text (952-228-9486) or schedule a 20-minute consultation with Bill Rossi (https://calendly.com/brossi-apm/30min?month=2025-11/).

2026—Look Foward:

We are the time of the year where it's good to reconnoiter about the progress made in the past year and line up what you and your team want for the coming year. What would you like to see happen in **your** practice to better serve your **patients,** your **team**, and strengthen your **bottom line**?

You hear this from us every year and it's because we see over and over again that practices set goals do better. Sometimes they reach them in ways we didn't predict, yet if you have written goals and define what you want, you're more likely to get what you want!

Please see the enclosed outline. If you like, please share this with us. Our job is to help you set and reach your goals!

OUR TEAM IS YOUR TEAM!

Advanced Practice
MANAGEMENT and TRANSITIONS

YOUR 2026 GOALS AND PROJECTS WORKSHEET

Practice Name ______________________
(Send us a copy too if you wish)

1) What did you feel best about accomplishing in 2025?

2) What issues and concerns are you currently facing in your practice?

3) What would you like to see happen in 2026 to make your practice even **better for your patients**, **your team** 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