

BENEFITS OF CENTRALIZATION

Signs of a Decentralized Organization

HIGH STAFF TURNOVER

A typical staff member averages **3 years** at a dental practice.

3 YRS

ACCOUNT AGING AND COLLECTION PROBLEMS

Accounts receivable **greater than 60 days** are above 20%. **No more than 20%** of accounts receivable should be aged **60 days or more**.

ABOVE 20% GREATER THAN 60 DAYS

Signs of a Centralized Organization

LOW STAFF TURNOVER

More than 40% of dentists have worked at a practice for **6 or more years**.

6 YRS

GOOD RECALL RATES

At 80% recall, on average, an active patient is coming in for a **hygiene appointment every 7 1/2 months**.

HIGH PRODUCTION

A successful practice should see **production increases** of at least **15% per year**.

15% YEAR

Centralization demands consistency. When employees and patients know they can expect the same experience at any of your practices, your business sees the benefits.

Benefits of Consistency

MEASUREMENT

Companies that measure value-creating factors see a **1.5 times greater return** than companies that don't.

1.5x GREATER RETURN

ESTABLISHED REPUTATION

Intangible assets like **reputation** make up **70-80%** of a company's market value.

70-80% MARKET VALUE

RECOVERED REVENUE

You should aim to keep **staff expenses** between **20-25%** of gross revenue.

20-25% GROSS REVENUE

HIGH-PERFORMING TEAM

A **high-performing team** is the key to keeping recovered revenue in check.

The total number of dental care visits in the United States, across all settings, decreased by 7% between 2006 and 2012.

Key Performance Indicators



12-15 KPIs

Organizations should identify **12-15 KPIs** (key performance indicators) to track.

Organizations should spend **2-5 minutes reviewing KPIs** weekly.

2-5 MIN



In the dental practice, the **most effective**, consistent and content teams **meet regularly** to plan their success.

EFFECTIVE KPIs ARE TIMELY IN TWO WAYS

1

Their results are reported on an appropriate timeline.

2

They are analyzed in a relevant time period.

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