dental intelligence
Practice Smarter.™

Profitability Formula®

Production



Visits

1. New Patients
2. Re-Appointment
3. Re-Activation
4. Case Acceptance
5. Reduce Broken Appointments

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Production Per Visit

1. Increase Fees
2. Reduce PPO Dependency
3. Expand Tx Procedures
4. Diagnose Needed Tx.
5. Increasing Case Acceptance

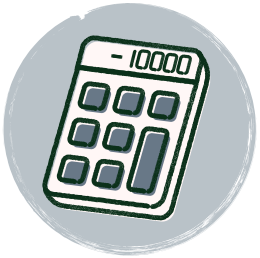
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Collection %

1. Establish AR Policy
2. Reduce AR Days
3. Resolve Outstanding Insurance Claims
4. Immediately address past due accounts
5. Consider establishing a payment plan for past due accounts that can't pay

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Overhead

1. Focus on existing patient top line growth
2. Increase Gross Profit Margin
3. Establish a budget
4. Reduce cost of New Patient Acquisition

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Profits

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