



# ONE MILLION THINGS

run through your head on a daily basis.



**Well, that's a rough estimate and our best guess.  
As a Dentist and business owner, you wear a  
lot of hats. Let's discuss what's keeping you awake  
at night and how we can help.**



## PRACTICE ANALYSIS

**Dr. Joe Sample**

Did we mention this is a complimentary service for our partners?

Data Date Range  
07/01/2022 - 07/01/2023  
Report Date: August 8, 2023



# THANK YOU

for providing the Practice Support Team with the reports needed to complete your personalized Practice Analysis. This Practice Analysis gives us the first glimpse into the story of your dental practice.

After reviewing our analysis, we invite you to set up a free call to go over the findings of this report, discuss your dental practice, and the story behind the numbers. We want to celebrate your team's strengths and discuss potential growth opportunities. Our goal is to build an action plan with you!



Burkhart's Practice Support Team is a value-added, complimentary consulting service available to Burkhart clients. It represents a commitment we have to contribute to the success of your practice.

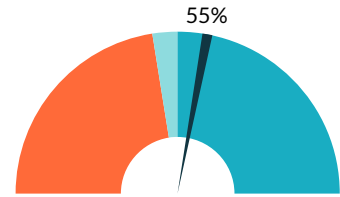
**YOUR SUCCESS IS OUR SUCCESS.  
PLEASE REACH OUT TO US ANYTIME.**

**PracticeSupportTeam@BurkhartDental.com  
1.800.665.5323**



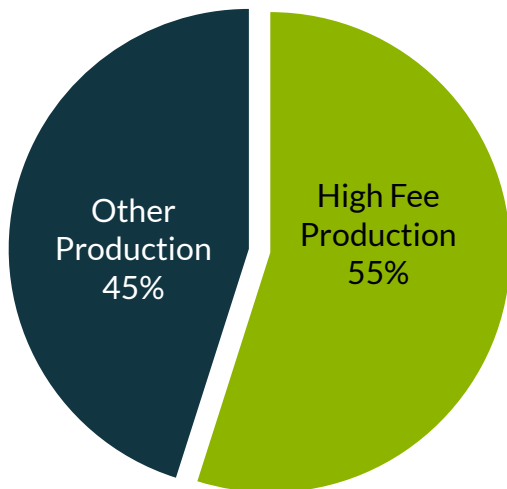
Dr. Sample's  
Higher Fee Health

# Restorative Mixture of Services Annual Patient Value (APV)

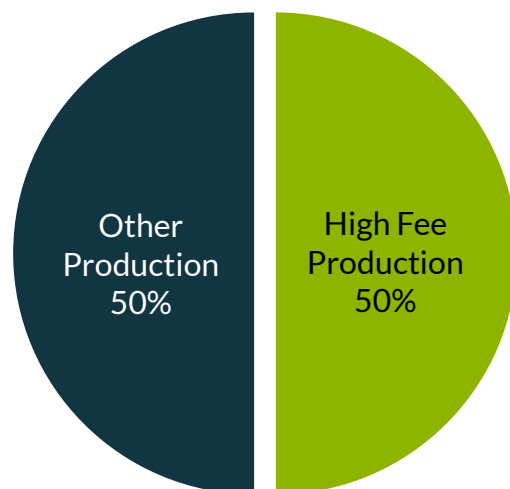


The case completion rate for higher fee services (such as crown, bridge, veneer, implants, orthodontic treatment) gauges the ability of the practice to promote treatment generally requiring a higher out-of-pocket expense for the patient. The healthy benchmark of 50% is met when sound patient communication systems are followed. The use of intraoral images, before and after photos, and a comprehensive patient interview model contributes to case acceptance. Financial systems must also be in place to ensure affordability for the patient.

**Dr. Sample's  
Production % for Higher Fees**



**Healthy DDS Production %  
for Higher Fee Services**



**vs.**

*Estimated active patients:	1,607
Annual Patient Value (APV):	\$1,162
Filling to Crown Ratio:	4.6 : 1

**Is your restorative mixture of services or APV less than desired?**

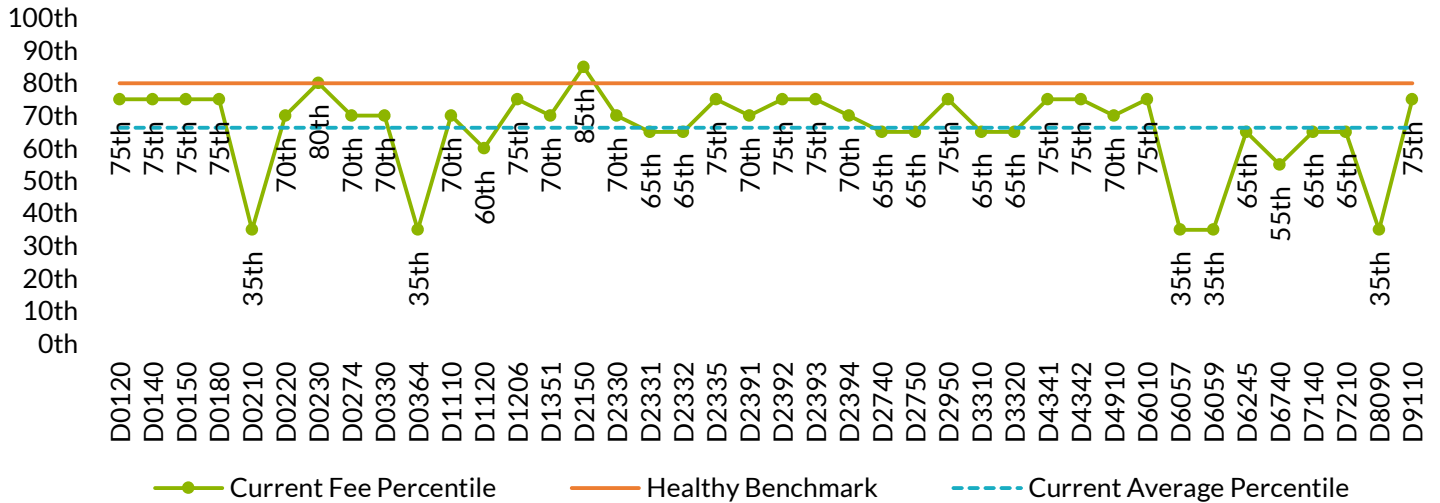
Coaching to increase case acceptance is available to qualified Burkhart clients through email, phone appointments, additional practice resources, and articles. The national average APV is \$785; Practice Support Team has found an average of \$1,040 through our independent client analysis. Your APV should increase annually to match the national annual inflation rate, at minimum.

\*Active patients based on the number of patients receiving hygiene services in addition to the annual comprehensive new patient exams with a 10% inflation to cover emergencies and non-hygiene patients such as denture cases, all on 4 treatment, etc.



# Dr. Joe Sample

## Current Fee Percentile Range



**Overall fee percentile = 66th**

Code	Practice Fee	Fee Percentile	Zip code 98225
			80th
D0120	\$72	75th	\$75
D0140	\$105	75th	\$110
D0150	\$125	75th	\$132
D0180	\$134	75th	\$139
D0210	\$0	NA	\$188
D0220	\$40	70th	\$44
D0230	\$36	80th	\$36
D0274	\$87	70th	\$90
D0330	\$153	70th	\$163
D0364	\$0	NA	\$426
D1110	\$124	70th	\$130
D1120	\$88	60th	\$96
D1206	\$55	75th	\$58
D1351	\$74	70th	\$77
D2150	\$265	85th	\$261
D2330	\$227	70th	\$243
D2331	\$271	65th	\$291
D2332	\$335	65th	\$352
D2335	\$423	75th	\$451
D2391	\$245	70th	\$260

Code	Practice Fee	Fee Percentile	Zip code 98225
			80th
D2392	\$318	75th	\$331
D2393	\$387	75th	\$404
D2394	\$453	70th	\$477
D2740	\$1,453	65th	\$1,575
D2750	\$1,453	65th	\$1,587
D2950	\$359	75th	\$380
D3310	\$988	65th	\$1,052
D3320	\$1,134	65th	\$1,204
D4341	\$348	75th	\$365
D4342	\$261	75th	\$276
D4910	\$183	70th	\$196
D6010	\$2,509	75th	\$2,605
D6057	\$553	<40th	\$1,217
D6059	\$1,535	<40th	\$1,919
D6245	\$1,476	65th	\$1,575
D6740	\$1,412	55th	\$1,559
D7140	\$259	65th	\$276
D7210	\$381	65th	\$405
D8090	\$4,000	<40th	\$6,423
D9110	\$181	75th	\$192



# Fee Change Impact

Healthy fee profiles will fall between the 75th - 80th percentile for your zip code. A healthy fee profile is important for both fee-for-service and PPO reliant practices. It is simply a myth to think it is not important to increase fees because you accept contracted fee schedules.

Healthy fee profiles will:

- 1 Contribute to a higher fee profile for your area as insurance companies compile data from filed claims when setting fees.
- 2 Support your ability to negotiate, and renegotiate, managed care contracts.
- 3 Increase the desirability of your practice in a future transition. New owners do not want the burden of sudden or dramatic fee increases.
- 4 Increase your ability to collect from secondary insurance claims that allow you to bill up to your full office fee.
- 5 Increase reimbursement for services that are out-of-network or fall under non-covered benefit laws.
- 6 Increase your ability to reinvest in your practice.
- 7 Help your practice maintain a healthy overhead.

**Practice Name: Dr. Joe Sample**

CODE	Doctor's Current Fee	80th Percentile Fee	Frequency	Difference
D0120	\$72	\$75	2,345	\$7,035
D0220	\$40	\$44	521	\$2,084
D0274	\$87	\$90	1,241	\$3,723
D2391	\$245	\$260	339	\$5,085
D2392	\$318	\$331	407	\$5,291
D2393	\$387	\$404	128	\$2,176
D2740	\$1,453	\$1,575	307	\$37,454
D2950	\$359	\$380	275	\$5,775
D4910	\$183	\$196	595	\$7,735
D6059	\$1,535	\$1,919	-	\$0

**Total: \$76,358**

**Potential Growth Realize 40%: \$30,543**

## Are your fees positioned below the 80th percentile?

Contact your Account Manager to order the NDAS software for a full fee review. We can provide scripting to help your team answer tough questions from patients, such as "Why are you raising your fees?" and an Actionable Steps Guide to increasing your fees.



# Fee Increase Recommendations

Dr. Joe Sample

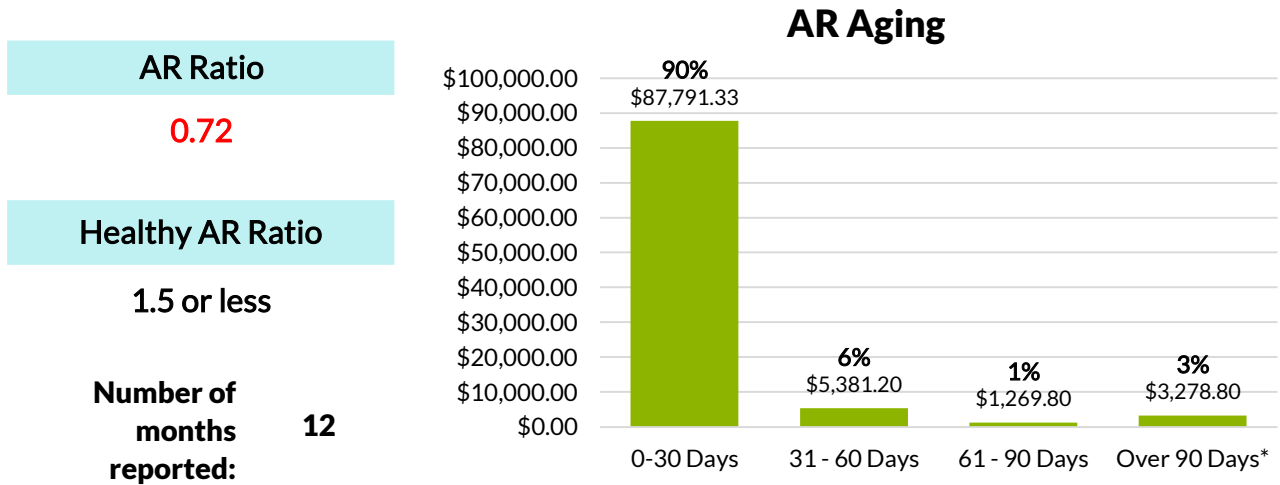
Zip Code: 98225

CODE	Office Fee	80th PERCENTILE	Fee Change	Recommendation	Recommended Fee
D0120	\$72	\$75	\$3	Increase to 80th	\$75
D0140	\$105	\$110	\$5	Increase to 80th	\$110
D0150	\$125	\$132	\$7	Increase to 80th	\$132
D0180	\$134	\$139	\$5	Increase to 80th	\$139
D0210	\$0	\$188	\$188	Increase to 60th	\$171
D0220	\$40	\$44	\$4	Increase to 80th	\$44
D0230	\$36	\$36	\$0	No Change	\$36
D0274	\$87	\$90	\$3	Increase to 80th	\$90
D0330	\$153	\$163	\$10	Increase to 80th	\$163
D0364	\$0	\$426	\$426	Increase to 60th	\$382
D1110	\$124	\$130	\$6	Increase to 80th	\$130
D1120	\$88	\$96	\$8	Increase to 80th	\$96
D1206	\$55	\$58	\$3	Increase to 80th	\$58
D1351	\$74	\$77	\$3	Increase to 80th	\$77
D2150	\$265	\$261	(\$4)	No Change	\$265
D2330	\$227	\$243	\$16	Increase to 80th	\$243
D2331	\$271	\$291	\$20	Increase to 80th	\$291
D2332	\$335	\$352	\$17	Increase to 80th	\$352
D2335	\$423	\$451	\$28	Increase to 80th	\$451
D2391	\$245	\$260	\$15	Increase to 80th	\$260
D2392	\$318	\$331	\$13	Increase to 80th	\$331
D2393	\$387	\$404	\$17	Increase to 80th	\$404
D2394	\$453	\$477	\$24	Increase to 80th	\$477
D2740	\$1,453	\$1,575	\$122	Increase to 80th	\$1,575
D2750	\$1,453	\$1,587	\$134	Increase to 80th	\$1,587
D2950	\$359	\$380	\$21	Increase to 80th	\$380
D3310	\$988	\$1,052	\$64	Increase to 80th	\$1,052
D3320	\$1,134	\$1,204	\$70	Increase to 80th	\$1,204
D4341	\$348	\$365	\$17	Increase to 80th	\$365
D4342	\$261	\$276	\$15	Increase to 80th	\$276
D4910	\$183	\$196	\$13	Increase to 80th	\$196
D6010	\$2,509	\$2,605	\$96	Increase to 80th	\$2,605
D6057	\$553	\$1,217	\$664	Increase to 80th	\$1,217
D6059	\$1,535	\$1,919	\$384	Increase to 80th	\$1,919
D6245	\$1,476	\$1,575	\$99	Increase to 80th	\$1,575
D6740	\$1,412	\$1,559	\$147	Increase to 80th	\$1,559
D7140	\$259	\$276	\$17	Increase to 80th	\$276
D7210	\$381	\$405	\$24	Increase to 80th	\$405
D8090	\$4,000	\$6,423	\$2,423	Increase to 80th	\$6,423
D9110	\$181	\$192	\$11	Increase to 80th	\$192



# Collections

Accounts Receivable Aging is a key performance indicator that allows you to monitor the health of the systems that support collections. These systems require diligence from your administrative team as well as your clinical team.



Accounts Receivable: \$97,721.13

Past Due (over 90 days\*): \$3,278.80

\*Orthodontic treatment may reflect a higher than average over 90 day balance

Healthy benchmarks indicate your aging AR over 90 days should be 10% or less of the total AR. Note that this does not include orthodontic balances as they are often paid over the term of the treatment. The AR Ratio measures how effectively the practice manages credit and is calculated by dividing the total AR by the average monthly net production.

### 12-Month Collection %

<b>Gross %</b>	<b>Net %</b>
80%	92%

Gross Production as indicated on Procedure Code Report	Net Production	Collections
\$1,866,360.82	\$1,619,549.34	\$1,492,498.57

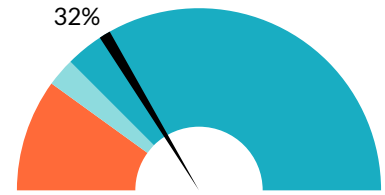
**Are your collections lower than desired? Adjustments higher than desired?**

Reach out to the Practice Support Team for additional strategies to maximize your reimbursements.



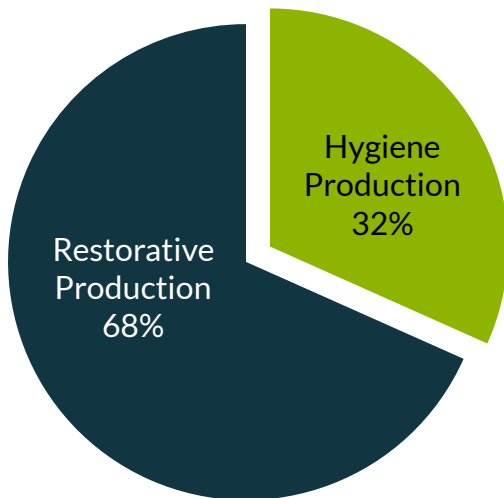
# Hygiene Contribution

Dr. Sample's  
Hygiene Department Health



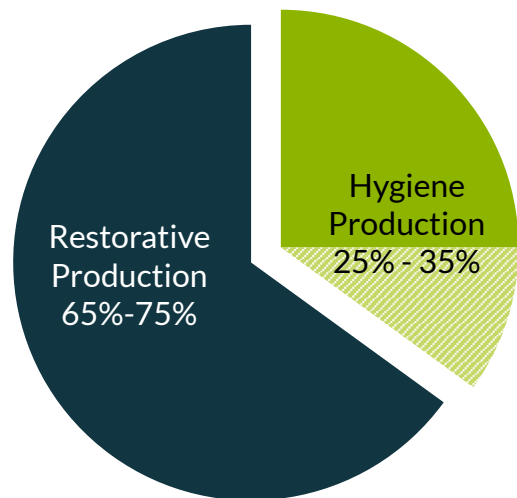
A healthy contribution from hygiene services is 25-35% of the total production for a practice. Building the hygiene department creates passive income for the dentist and builds long-term loyalty for patients. The patient demand must be in alignment with hygiene opportunities offered. A healthy hygiene recare system must also be in place and actively managed.

**Dr. Sample's  
Hygiene Production % of Gross**



**vs.**

**Healthy Hygiene Production %  
of Total Production**



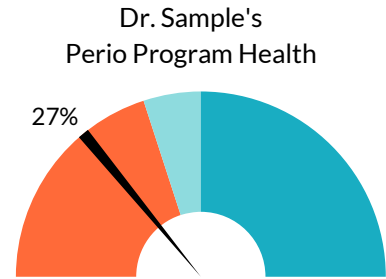
## Is your hygiene contribution to production less than desired?

We can take a deeper dive, looking at your patient demand vs. your hygiene opportunities; creating a strategy for growth. We can also share best practices for your hygiene recare system to keep patients active.





# Perio Program Current vs. Healthy

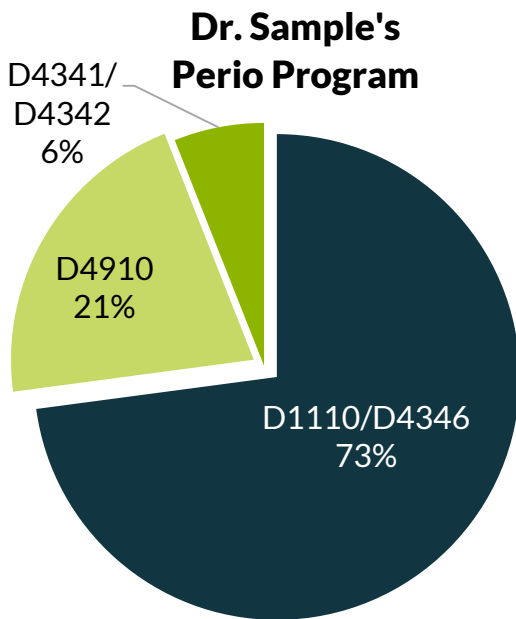


According to the CDC, 47.2% of Americans have periodontal disease. The ADA considers periodontal disease prevalent, yet under-diagnosed. The codes selected for hygiene treatment reflect your diagnosis. We have found many practices code a prophylaxis (D1110) when in fact they are providing a periodontal maintenance procedure (D4910). Inaccurate coding creates unnecessary liability for the dental practice, sends the wrong message to the patient, negatively impacts case acceptance and hampers job satisfaction.

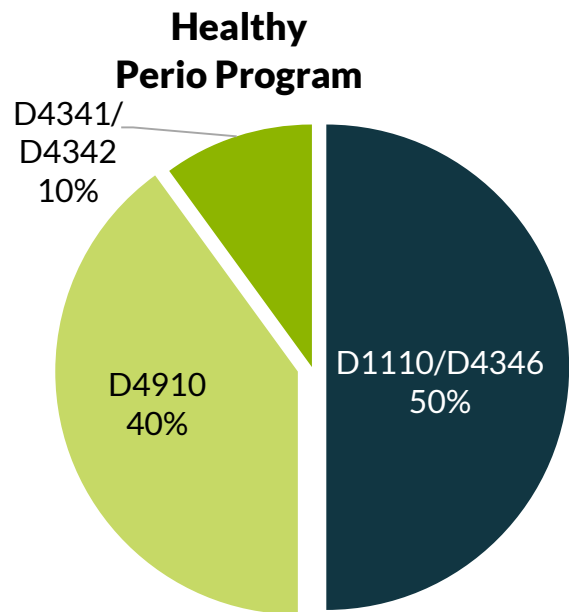
Wins from a Healthy Perio Program:

- Higher Oral Health Awareness for Patients
- Higher Job Satisfaction for RDH
- Increased Case Acceptance
- Improved Scheduling

**Potential Growth Opportunity:**  
**\$68,238**



**vs.**



### Is your periodontal program less than desired?

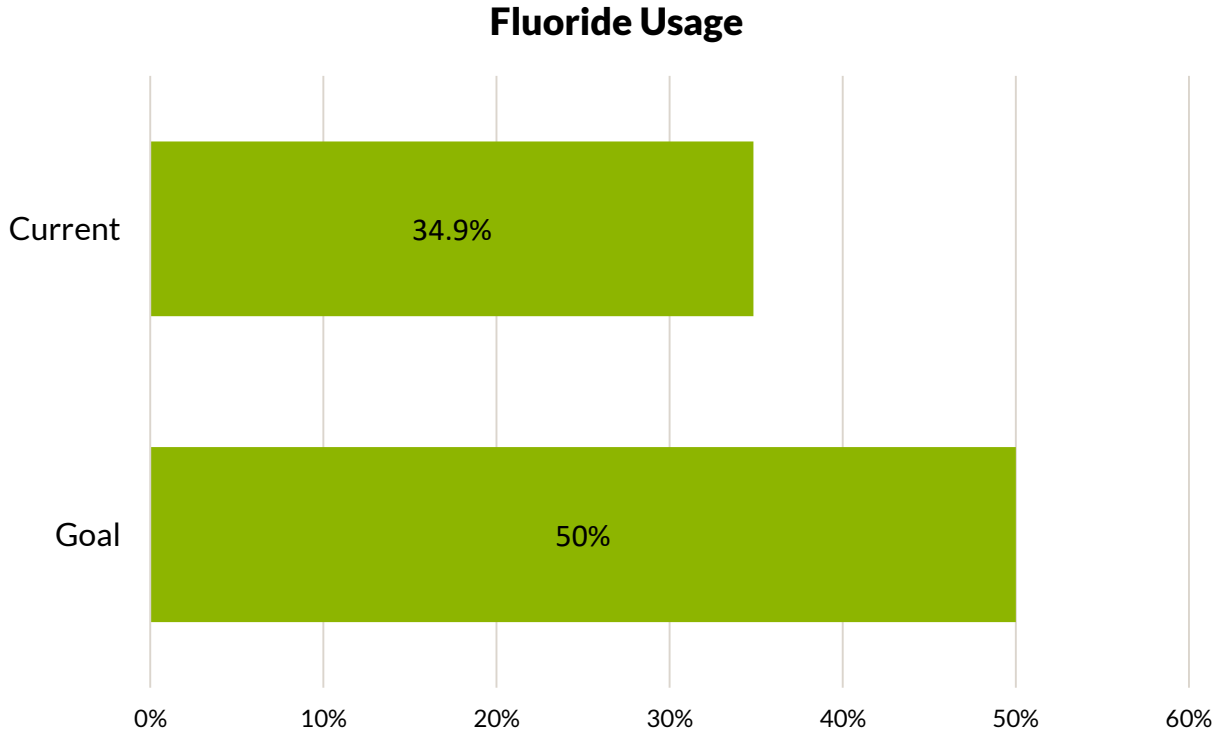
We provide written resources for the entire team to understand the significance of coding periodontal patients appropriately and suggested scripting to have those conversations with patients. Coaching to improve perio program health and individualized RDH analysis is available to Burkhart clients through email, phone appointments, additional practice resources, and articles.



# Fluoride Usage

**Potential Growth Opportunity:  
\$22,633**

Preventive care programs help create a loyal patient base that trusts the practice to provide services that are in their best interest. It leads to a "we are in this together" philosophy between the patient and their provider. Many dental benefit plans provide coverage for adult fluoride treatments on a regular basis.



### Is your fluoride usage less than desired?

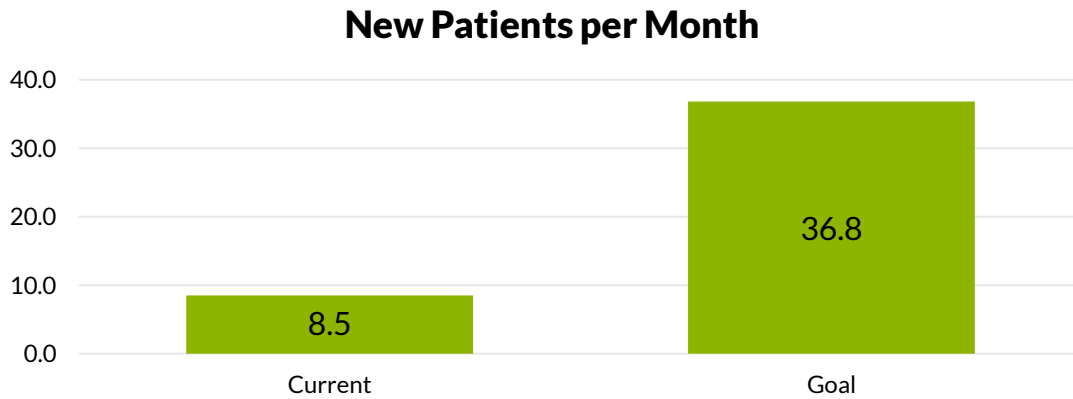
We can strategize with you to increase your fluoride usage by incorporating systems and scripting to increase your case acceptance. Some of the same principles can be used to increase your case acceptance rates for additional treatment you would like to do more frequently.



# New Patient Analysis

Monitoring the new patient flow is a critical measure of future practice success. Data shows an established patient generates approximately \$785 in treatment per year. A new patient averages \$4,220 in treatment in the first 12 months.\* In addition, new patients generate additional referral and online review opportunities. New patient growth must surpass annual attrition. National average annual attrition rates for dental practices is 17%.

Healthy benchmarks indicate 2 new patients per working day for each Doctor are necessary for growth in patient volume and production. Newer practices, those with aggressive growth goals, and those with a higher attrition rate will need a higher number of new patients per month.



**Dr. days/wk reported: 4.25**

### Is your new patient flow less than desired?

We can strategize with you to increase your internal and external marketing efforts to capture (and keep) patients in your target demographic.

*\*As published in Dentistry IQ, 6/12/2017 by SIKKA software with 12,500 practices reporting.*





*fewer*

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