



PRACTICE ANALYSIS

Our Practice Analysis offers comprehensive insight into your systems – highlighting what’s working well while discovering *growth* opportunities. Within the report, you’ll find a customized fee analysis by zip code, a look at case acceptance, a review of your collections and AR, a deeper dive into your hygiene department profitability, and an overview of new patient growth. We outline revenue-enhancing opportunities for your practice throughout the report.



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



Thank You

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

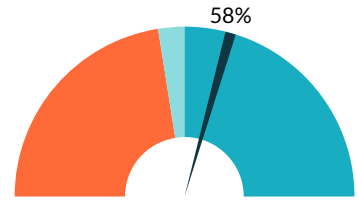
After reviewing this analysis, let's discuss the story behind the numbers. We invite you to set up a free call to review the findings. We want to celebrate your team's strengths and discuss potential growth opportunities. Our goal is to build an action plan with you!

Burkhart's Practice Support Team is a value-added, complimentary consulting service available to Burkhart's Supply Savings Guarantee clients and those spending an average of 40K annually on merchandise with Burkhart. It represents a commitment we have to contribute to the success of your practice.

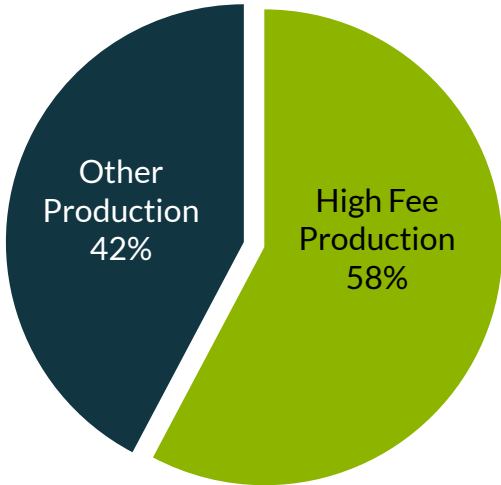
Restorative Mixture of Services Annual Patient Value (APV)

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.

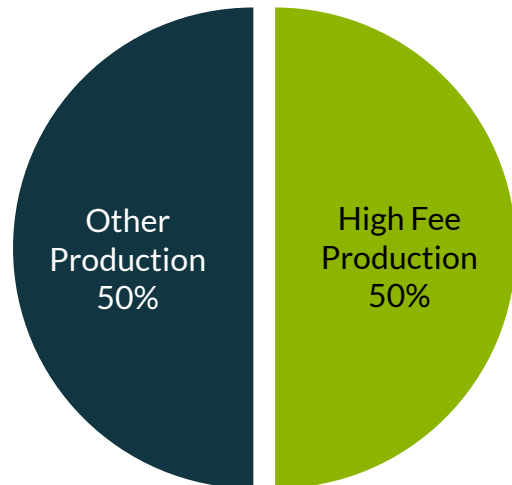
Dr. Kerry Sample
Higher Fee Health



**Dr. Kerry Sample
Production % for Higher Fees**



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



vs.

*Estimated active patients:	1,377
Annual Patient Value (Production/Collections): \$	1,763 / \$ 1,239
Filling to Crown Ratio:	2.5 : 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. Practice Support Team has found an average APV by production is \$1,173 and APV by collections of \$991 through our independent client analysis. Your APV should increase annually to match the national annual inflation rate, at minimum.

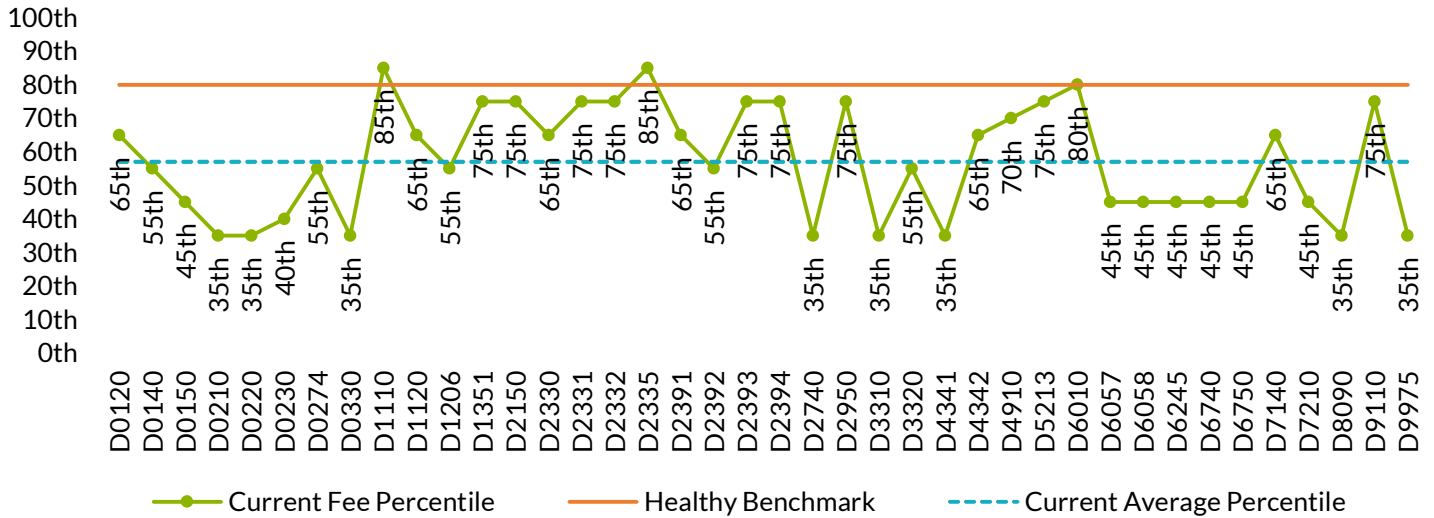
*Active patients based on the number of patients receiving hygiene services in addition to the annual comprehensive new patient exams with a 10% inflation to cover emergencies and non-hygiene patients such as denture cases, all on 4 treatment, etc.





Dr. Kerry Sample

Current Fee Percentile Range



Overall fee percentile = 57th

Code	Practice Fee	Fee Percentile	Zip code 98226
			80th
D0120	\$78	65th	\$84
D0140	\$110	55th	\$122
D0150	\$125	45th	\$144
D0210	\$109	<40th	\$202
D0220	\$40	<40th	\$47
D0230	\$35	40th	\$41
D0274	\$89	55th	\$98
D0330	\$110	<40th	\$176
D1110	\$151	85th	\$145
D1120	\$98	65th	\$107
D1206	\$55	55th	\$63
D1351	\$84	75th	\$85
D2150	\$290	75th	\$303
D2330	\$248	65th	\$265
D2331	\$317	75th	\$318
D2332	\$380	75th	\$386
D2335	\$489	85th	\$482
D2391	\$270	65th	\$284
D2392	\$330	55th	\$361
D2393	\$435	75th	\$439

Code	Practice Fee	Fee Percentile	Zip code 98226
			80th
D2394	\$510	75th	\$516
D2740	\$1,425	<40th	\$1,700
D2950	\$402	75th	\$412
D3310	\$890	<40th	\$1,150
D3320	\$1,200	55th	\$1,309
D4341	\$325	<40th	\$387
D4342	\$275	65th	\$294
D4910	\$198	70th	\$209
D5213	\$2,800	75th	\$2,843
D6010	\$2,750	80th	\$2,750
D6057	\$1,115	45th	\$1,295
D6058	\$1,710	45th	\$1,980
D6245	\$1,486	45th	\$1,668
D6740	\$1,486	45th	\$1,688
D6750	\$1,500	45th	\$1,713
D7140	\$290	65th	\$305
D7210	\$380	45th	\$440
D8090	\$4,500	<40th	\$6,689
D9110	\$198	75th	\$208
D9944	\$410	<40th	\$863



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. Kerry Sample

**Full list of codes on next page*

CODE	Doctor's Current Fee	80th Percentile Fee	Frequency	Difference
D0120	\$78	\$84	893	\$5358
D0220	\$40	\$47	607	\$4249
D0274	\$89	\$98	394	\$3546
D2391	\$270	\$284	137	\$1918
D2392	\$330	\$361	131	\$4061
D2393	\$435	\$439	33	\$132
D2740	\$1,425	\$1,700	149	\$40975
D2950	\$402	\$412	144	\$1440
D4910	\$198	\$209	177	\$1947
D6058	\$1,710	\$1,980	1	\$270

Total: **\$63,896**
 Potential Growth Realize 40%: **\$25,558**

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 and Impact - 80th Percentile

Dr. Kerry Sample

Zip Code: 98226

CODE	Current Fee	80th Percentile	Difference	Frequency	Recommendation	New Fee	Impact
D0120	\$78	\$84	\$6	893	Increase to 80th	\$84	\$5358
D0140	\$110	\$122	\$12	151	Increase to 60th	\$112	\$302
D0150	\$125	\$144	\$19	51	Increase to 60th	\$132	\$357
D0210	\$109	\$202	\$93	46	Increase to 60th	\$188	\$3634
D0220	\$40	\$47	\$7	607	Increase to 80th	\$47	\$4249
D0230	\$35	\$41	\$6	390	Increase to 80th	\$41	\$2340
D0274	\$89	\$98	\$9	394	Increase to 80th	\$98	\$3546
D0330	\$110	\$176	\$66	85	Increase to 60th	\$162	\$4420
D1110	\$151	\$145	-\$6	980	No Change	\$151	\$0
D1120	\$98	\$107	\$9	28	Increase to 80th	\$107	\$252
D1206	\$55	\$63	\$8	388	Increase to 80th	\$63	\$3104
D1351	\$84	\$85	\$1	39	Increase to 80th	\$85	\$39
D2150	\$290	\$303	\$13	0	Increase to 80th	\$303	\$0
D2330	\$248	\$265	\$17	35	Increase to 80th	\$265	\$595
D2331	\$317	\$318	\$1	50	Increase to 80th	\$318	\$50
D2332	\$380	\$386	\$6	15	Increase to 80th	\$386	\$90
D2335	\$489	\$482	-\$7	17	No Change	\$489	\$0
D2391	\$270	\$284	\$14	137	Increase to 80th	\$284	\$1918
D2392	\$330	\$361	\$31	131	Increase to 80th	\$361	\$4061
D2393	\$435	\$439	\$4	33	Increase to 80th	\$439	\$132
D2394	\$510	\$516	\$6	5	Increase to 80th	\$516	\$30
D2740	\$1,425	\$1,700	\$275	149	Increase to 80th	\$1,700	\$40975
D2950	\$402	\$412	\$10	144	Increase to 80th	\$412	\$1440
D3310	\$890	\$1,150	\$260	1	Increase to 80th	\$1,150	\$260
D3320	\$1,200	\$1,309	\$109	0	Increase to 80th	\$1,309	\$0
D4341	\$325	\$387	\$62	5	Increase to 80th	\$387	\$310
D4342	\$275	\$294	\$19	55	Increase to 80th	\$294	\$1045
D4910	\$198	\$209	\$11	177	Increase to 80th	\$209	\$1947
D5213	\$2,800	\$2,843	\$43	0	Increase to 80th	\$2,843	\$0
D6010	\$2,750	\$2,750	\$0	0	No Change	\$2,750	\$0
D6057	\$1,115	\$1,295	\$180	0	Increase to 80th	\$1,295	\$0
D6058	\$1,710	\$1,980	\$270	1	Increase to 80th	\$1,980	\$270
D6245	\$1,486	\$1,668	\$182	3	Increase to 80th	\$1,668	\$546
D6740	\$1,486	\$1,688	\$202	0	Increase to 80th	\$1,688	\$0
D6750	\$1,500	\$1,713	\$213	0	Increase to 80th	\$1,713	\$0
D7140	\$290	\$305	\$15	11	Increase to 80th	\$305	\$165
D7210	\$380	\$440	\$60	3	Increase to 80th	\$440	\$180
D8090	\$4,500	\$6,689	\$2,189	1	Increase to 80th	\$6,689	\$2189
D9110	\$198	\$208	\$10	11	Increase to 80th	\$208	\$110
D9944	\$410	\$863	\$453	38	Increase to 80th	\$863	\$17214

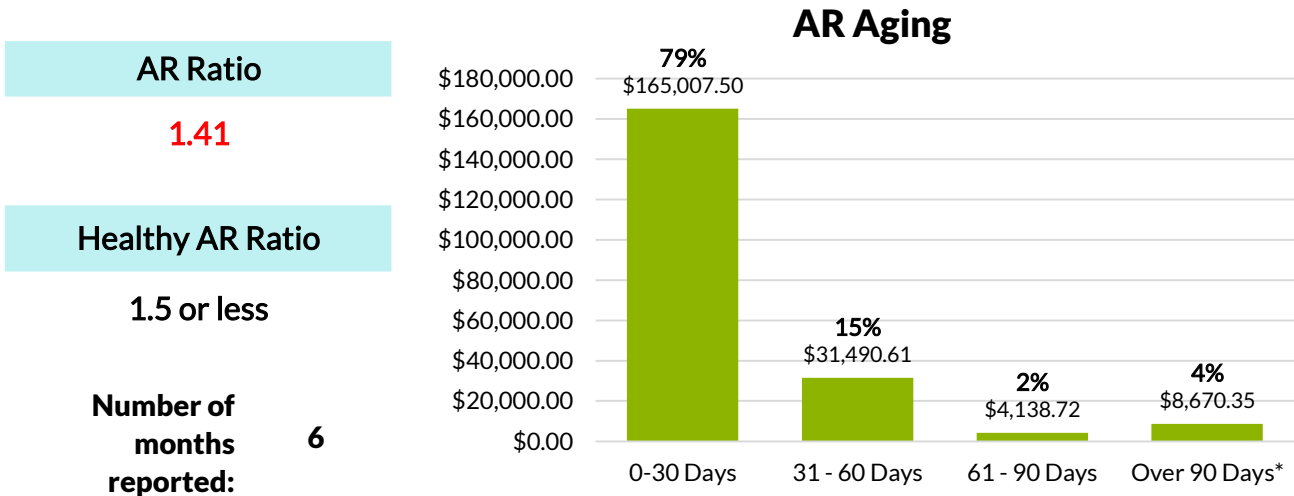
\$ 101,128

Realize 40% of fee change: \$ 40,451



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: \$209,307.18
 Past Due (over 90 days*): \$8,670.35

*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 %

Gross %	Net %
70%	96%

Gross Production as indicated on Procedure Code Report	Net Production	Collections
\$1,213,715.21	\$890,773.25	\$852,917.23

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

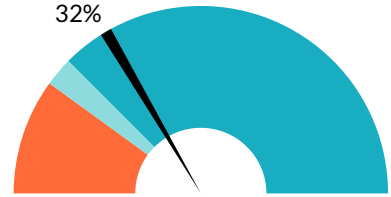
Reach out to the Practice Support Team for additional strategies to maximize your reimbursements.



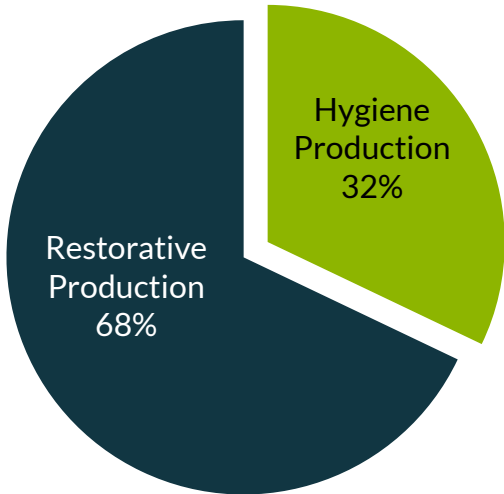
Hygiene Contribution

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.

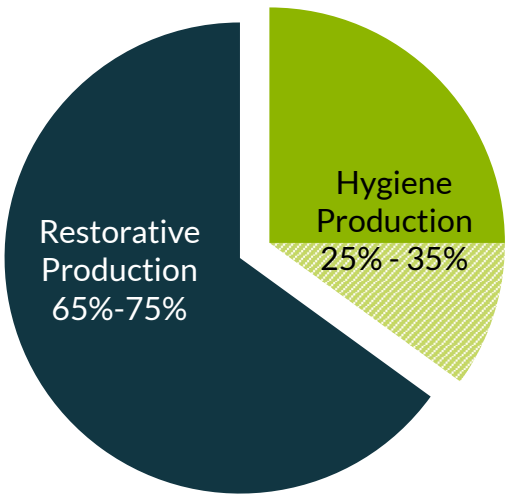
Dr. Kerry Sample
Hygiene Department Health



**Dr. Kerry Sample
Hygiene Production % of Gross**



**Healthy Hygiene Production %
of Total Production**



vs.

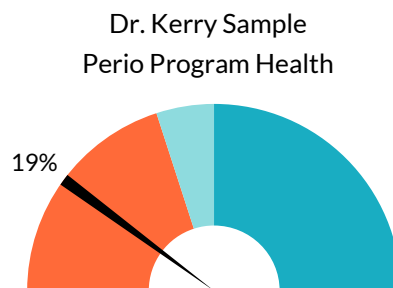
Is your hygiene contribution to production less than desired?

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.



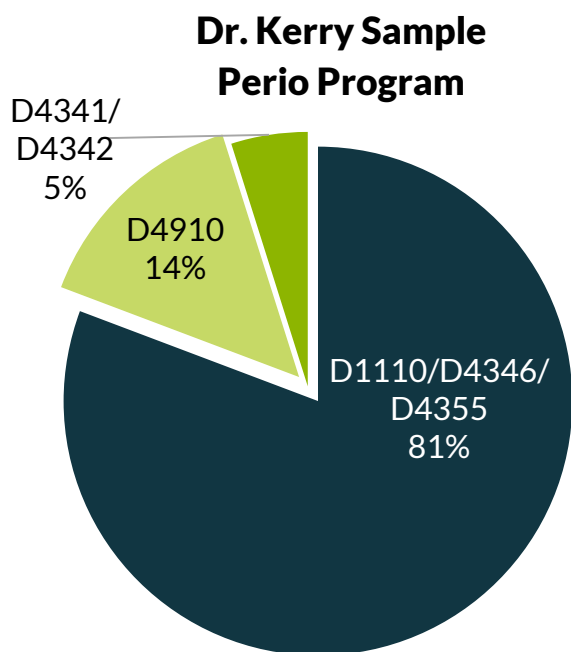
Perio Program Current vs. Healthy

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.

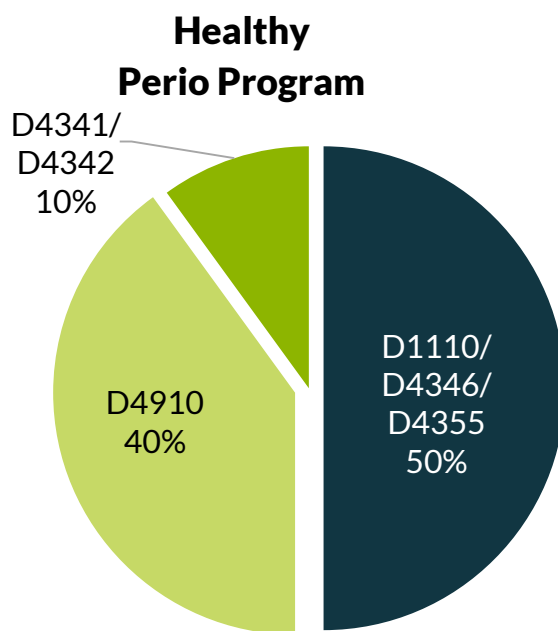


- Wins from a Healthy Perio Program:
- Higher Oral Health Awareness for Patients
 - Higher Job Satisfaction for RDH
 - Increased Case Acceptance
 - Improved Scheduling

**Potential Growth Opportunity:
\$27,167**



vs.



Is your periodontal program less than desired?

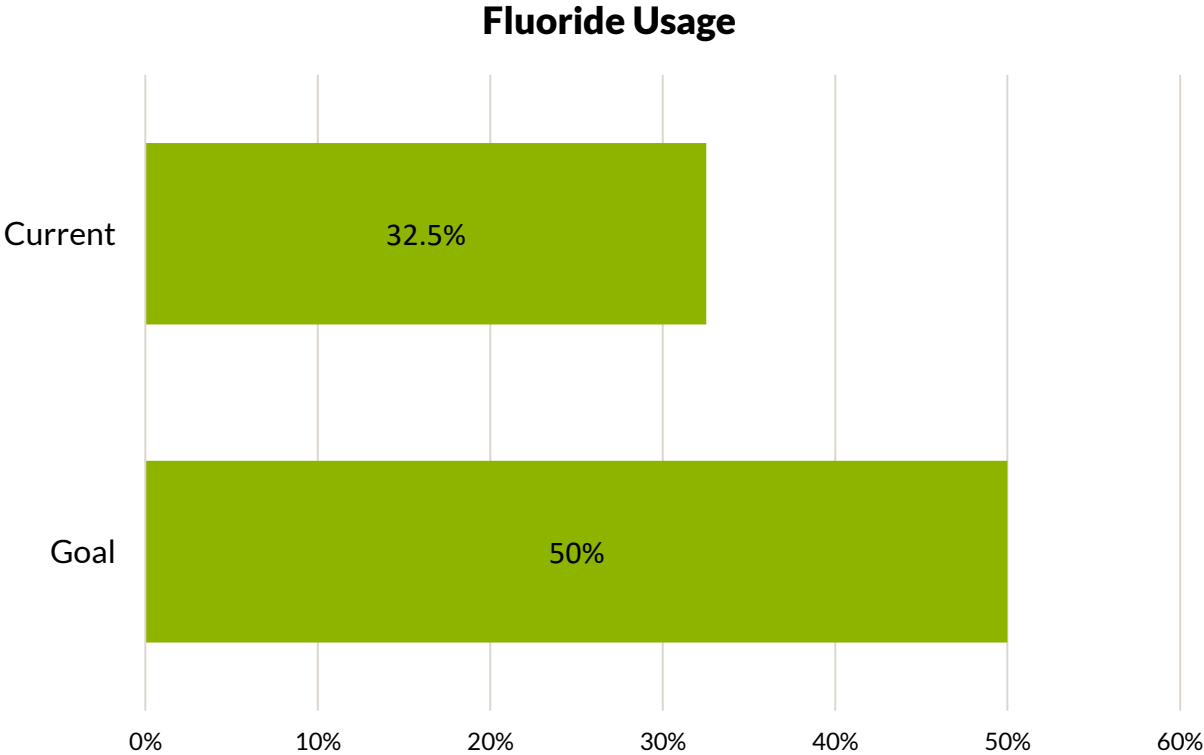
We provide written resources for the entire team to understand the significance of coding periodontal patients appropriately and suggested scripting to have those conversations with patients. Coaching to improve perio program health and individualized RDH analysis is available to qualifying Burkhart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



Fluoride Usage

**Potential Growth Opportunity:
\$11,523**

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.

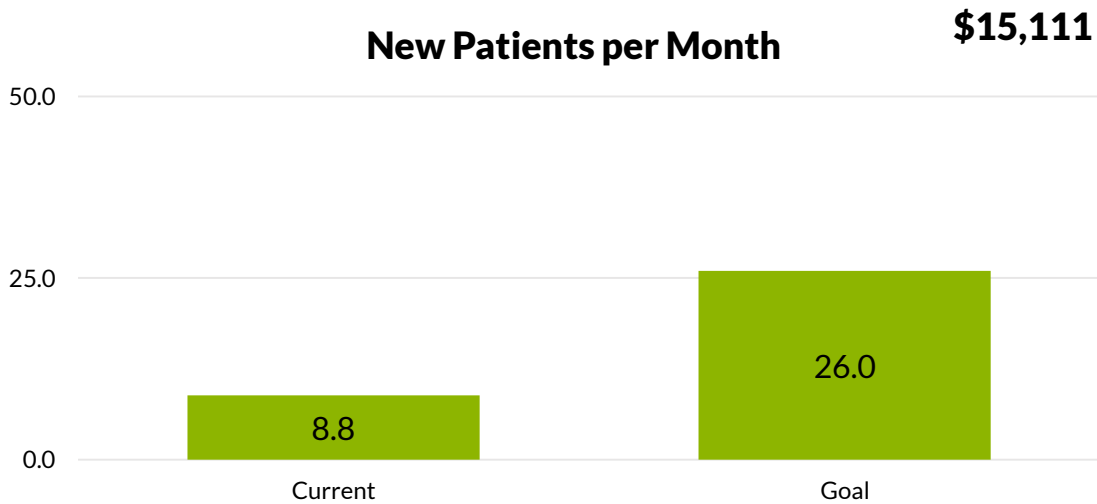


New Patient Analysis

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 200-300% more 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.

Potential Growth Opportunity:



Dr. days/wk reported: 4

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. Interested in further support? Reach out to our preferred Marketing partner, Ascent, at mike.s@ascentpgs.com or 801.913.6474.

**As published in Dr. BiCuspid, Feb. 28th, 2024, Dr. Roger Levin.*



Online Marketing Assessment: **ABC Family Dental (Sample Report)**

Your current overall online assessment (Ideal, Average, or Low): **Average**

Competition level for zip code 32052: **82%**

The higher the percentage, the more competitive it is to rank high in Google Search for your zip code.

Google Local Overall Visibility

There are **11** practices easier to find than you.

TOP 5 PRACTICES (PLUS YOU) IN YOUR AREA:

1. Lake Lucerne Modern Dentistry
2. Generations Family Dental
3. Lake View General Dentistry
4. Big Smile Dentistry
5. Henderson Family Dentistry

12. ABC Family Dental

Individual Keyword Rankings

Your rank for the most searched keywords.

KEYWORD:	YOUR RANK:
dentist	7
dentist near me	21
dental office	38
best dentist	26
emergency dentist	5
family dentist	21

★★★★★ Google Reviews — create trust and improve visibility.

There are **22** practices with more Google reviews than you.

TOP 5 PRACTICES (PLUS YOU) IN YOUR AREA

	AVERAGE RATING:	TOTAL REVIEWS
1. Palms Dental	4.8	1119
2. Lake Lucerne Family Dentistry	4.9	1085
3. Winning Smile Family Dental	4.9	971
4. George D. Schaeffer, DMD	5	955
5. Henderson Family Dentistry	5	844

23. ABC Family Dental

4.8

196

Google Ads (Pay-Per-Click)

Estimated price per click for your zip code: **\$9.10**. This is an **average** price per click.

National Average: **\$8.25**

The price per click is an indication of how competitive the online advertising is in your area. As more practices run ads in an area it drives the price up. The lower the price, the more likely it is you can acquire new patients at a lower cost.

General Recommendations:

Search — 82% of new patients end up choosing one of the top 5 practices in their local search. You should target top 5 individual keyword rankings and top 5 overall.

Reviews — Generate as many reviews as possible to build trust and improve Google ranking.

Google Ads — Online advertising through Google is an excellent way to drive traffic to your website which helps improve your Google rankings. In addition, it brings new patients to the practice.

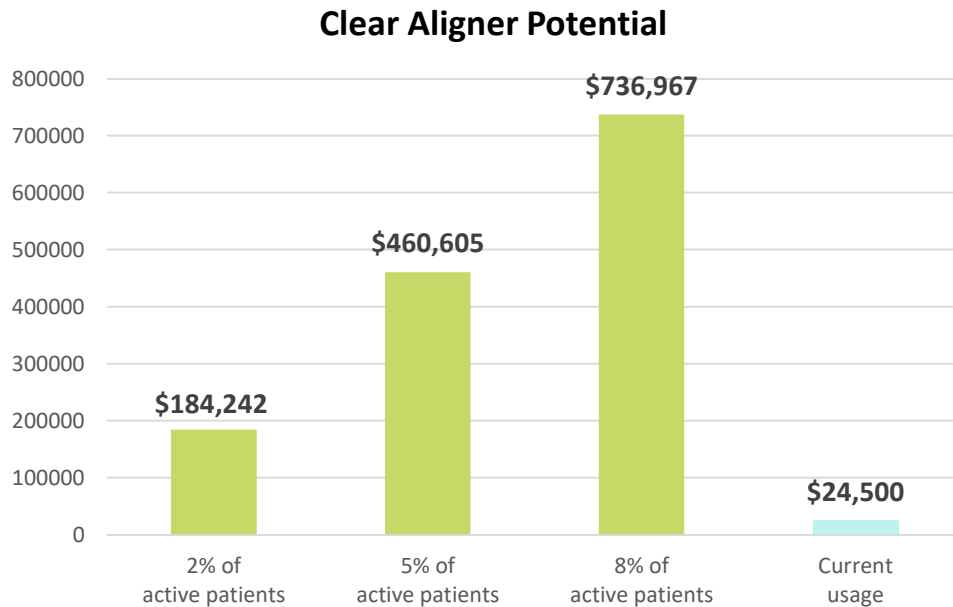


Dr. Kerry Sample

Clear Aligner Potential

**Potential Growth Opportunity:
\$159,742**

Integrating clear aligner therapy into your dental practice is not only a wise business decision—it also enhances patient care. Advances in technology have significantly improved outcomes, boosting the confidence of general practitioners to provide these services directly. You eliminate the need for referrals, allowing patients to receive trusted care in a familiar environment. The projections below illustrate the potential increase in production based on 2%, 5%, and 8% acceptance rates relative to your active patient base.



Based on a 12-month clear aligner treatment case compared to 80th percentile fee for your zip code.

Are you considering Clear Aligner Treatment in your practice?

We can point you in the right direction for resources and expertise from your Burkhart Account Manager and select pricing with FirstClass Aligners. If you are currently offering clear aligner treatment, but have a lower than ideal case acceptance rate, we offer verbal scripting and strategies to help improve case acceptance rates.



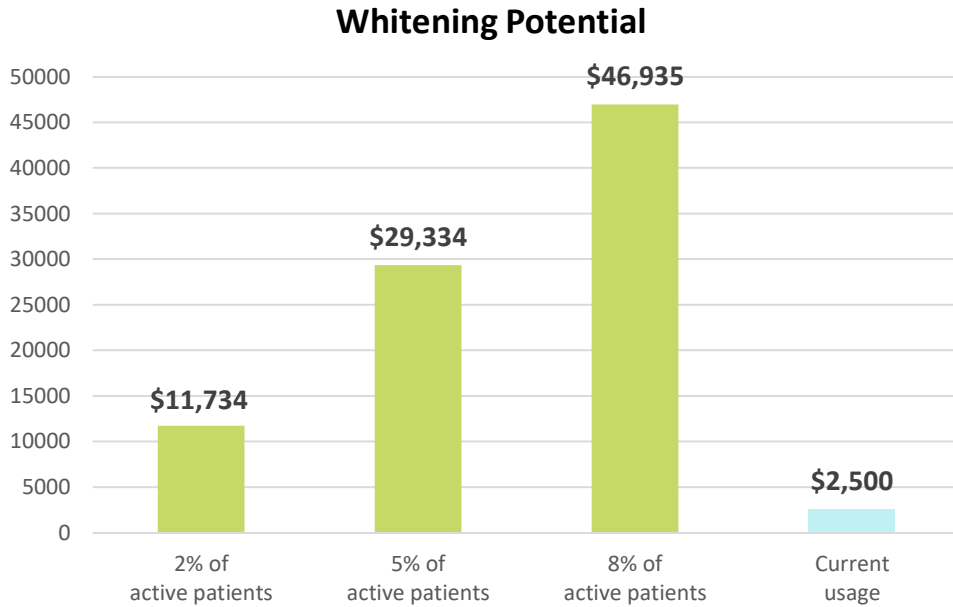


Dr. Kerry Sample

Whitening Potential

**Potential Growth Opportunity:
\$9,234**

Cosmetic dentistry has become increasingly important, with tooth whitening now one of the most requested procedures by patients. Whitening boosts practice revenue, rarely involves insurance, and often leads to increased demand for additional cosmetic procedures. The projections below illustrate the potential increase in production based on 2%, 5%, and 8% acceptance rates relative to your active patient base.



Based on a 12-month whitening treatment case compared to 80th percentile fee for your zip code.

Are you considering enhancing the whitening program in your practice?

When reviewing codes billed each year, we often find a low percentage of whitening services performed. The solution? Take a focused approach to enhancing your whitening program. We can provide you with suggested protocols and successful approaches to promote your whitening offering.





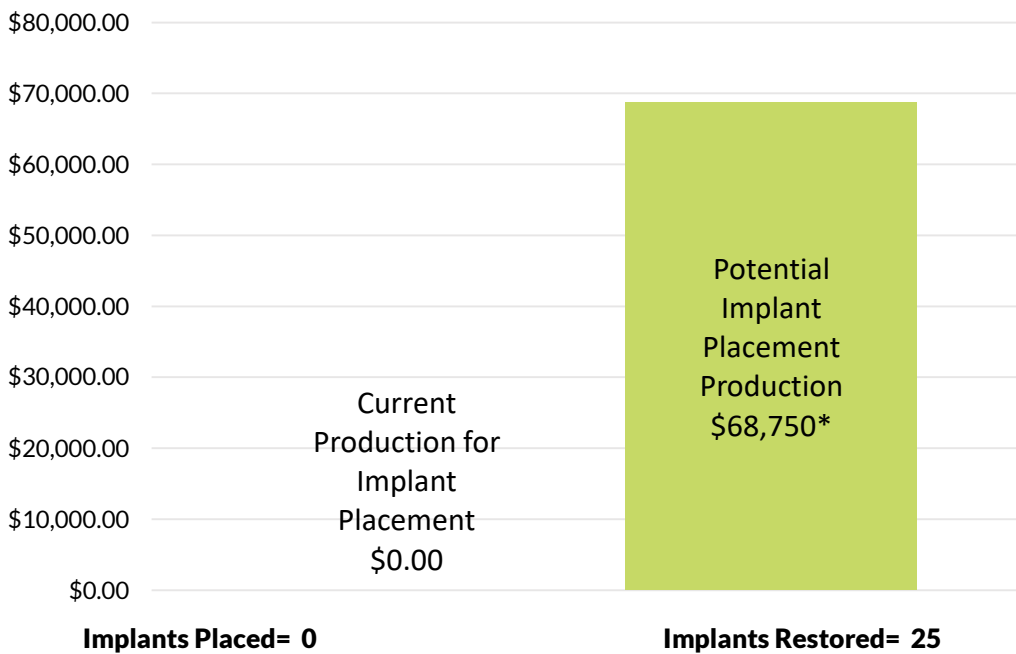
Dr. Kerry Sample

Dental Implant Potential

**Potential Growth Opportunity:
\$68,750**

New technology has increased success rates and the confidence of general practitioners to offer in-house surgical implant placement. The calculation below shows the added production available if placement, in addition to implant restoration codes billed, had been performed. **The calculation reflects current implant placements, if any, that were included on your coding report.** We expect patient acceptance rates, and the number of implants placed, to rise significantly with the convenience of placing them in-house with a trusted provider.

Data Date Range: 4/1/2025-9/30/2025



Includes single implant restoration only, not bridge or implant supported dentures.

*Based on 80th percentile fee for your zip code.

Are you considering implant placement in your practice?

We can point you in the right direction for resources and expertise from your Burkhart Equipment Specialist. If you are currently placing implants, but have a lower than ideal case acceptance rate, we offer verbal scripting and strategies to help improve case acceptance rates for implant treatment.

