

THE RESULTS OF ANALYZING

10,000+

DENTAL PRACTICES

Dental Care Benchmarks – 2019 vs. 2020

	2019			2020		
	Bottom 10%	Average	Top 10%	Bottom 10%	Average	Top 10%
Pre-Appointment %	38%	56%	73%	27.18%	48.8%	65.41%
New Patient Re-Appointment %	28%	47%	64%	23.42%	45.92%	64.15%
Patient Growth %	-7%	4%	14%	-11.8%	-0.22%	18.22%
Annual Patient Value	\$433	\$677	\$1,090	\$370.04	\$644.12	\$1,110.83
Collection % (Net Production)	96%	101%	104%	94.5%	99.9%	105.5%
Hygiene Pre-Appointment %	44%	62%	77%	30.64%	54.02%	70.05%
Hygiene Re-Appointment %	63%	79%	91%	56.64%	79.96%	90.96%
Perio Patient % 30+	3%	16%	31%	3.17%	14.91%	34.23%
Same Day Treatment Acceptance %	5%	21%	41%	15.26%	28.99%	48.24%
Treatment Acceptance %	26%	42%	61%	23.37%	38.77%	58.63%