

		Profit Sharing	36%	0-29	23%		
		Training Program/Manual	22%				
Marketing							
New Patient Flow		Actual v. Target Patient Flow		Avg New Patient Flow & Revenue		Key Findings	
0-24	67%	Very Close	28%	\$1,100,000+	25	<p>🗨️ Only 28% were very close to new patient flow.</p> <p>🗨️ Only 23% have a target new patient flow.</p> <p>🗨️ 98% found word of mouth to be effective.</p> <p>🗨️ Nearly 80% of total respondents use the phone book, but only 38% of total respondents find it effective</p> <p>🗨️ Only 37% of total respondents use the internet and only 17% of total respondents find it effective</p>	
25-49	23%	Moderately Close	36%	\$900,000-\$1.099,999	21		
50-99	9%	Not Close	14%	\$700,000-\$899,999	28		
100+	4%	Don't Have a Target	23%	\$500,000-\$699,999	17		
				Below \$500,000	15		
Methods Used		Effective/Worth ROI					
Word of Mouth/Internal	100%	Word of Mouth/Internal	98%				
Phone Book	79%	Phone Book	38%				
Internet	37%	Internet	17%				
Newspaper	22%	Newspaper	6%				
Direct Mail	24%	Direct Mail	3%				
Flyers	13%	Flyers	2%				
Retirement							
Exit Strategy		Finding a Partner/Associate		Planned Age of Retirement		Key Findings	
Sell	68%	Successful	22%	Never	10%	<p>🗨️ A substantial number of dentists <i>never</i> want to retire: 10%, plus a slew of others in the 70+ category who want to work "as long as my hands will let me".</p> <p>🗨️ Conversely, nearly 1/5 of dentists plan to retire before the age of 60.</p> <p>🗨️ Of those looking for a partner or associate, 29% have been unsuccessful.</p>	
Keep in the Family	14%	In Negotiation	3%	70 +	17%		
Manage from Afar	7%	Unsuccessful	10%	65-69	32%		
Don't Have One	11%	Not Applicable	65%	60-64	18%		
Resources to Use in Exit Strategy				Before 60	17%		
Practice Management Transition Program	27%	Brokerage Firm	16%				
Independent Appraiser	25%	Associate Placement Program	11%				
Will Handle Myself	17%	Don't Know	10%				