

Where to Learn More

The following resources are available to help you learn more about setting up, generating, reading, or using the Practice Advisor report:

- Click the Help button in the Practice Advisor to view comprehensive Help files that give step-by-step instructions for setting up and running the report and tips for reading the report.
- Log in to the Dentrix Resource Center at www.Dentrix.com/Resource-Center to view the Practice Advisor tutorial that shows you how to set up, run, and read the report. The tutorial includes interactive animations that allow you to explore the report, learn what the numbers mean, and see where the information comes from in Dentrix.
- Log in to the Dentrix Resource Center at www.Dentrix.com/Resource-Center to download a copy of the Dentrix G4 Reports Reference. The Reports Reference provides an example of every report in Dentrix G4, along with important information and instructions to help you generate and understand each report.
- Schedule phone coaching with a Dentrix profitability coach who can help you review the Practice Advisor Report and give you one-on-one coaching designed to help your practice increase efficiency and profitability.

GETTING STARTED WITH THE PRACTICE ADVISOR

In today's economic climate, being efficient and understanding your practice's financial health is imperative. The new Dentrix Practice Advisor takes the guess work out of data analysis and puts all of your important data into a concise, easy-to-read report that help you gain a better understanding of your practice's strengths, weaknesses and opportunities for growth.

Practice Advisor Report

Report Date: 10/22/2010 Page: 1 of 11

Active Patient Base by Last Visit: 1,516

PRODUCTION								
	Feb 10	MTD Mar 10	Benchmark	Variance	YTD Mar 10	Benchmark	Variance	
Practice Totals								
Production	70,394.00 100%	68,012.00 100%	40,000 - 75,000	10,512.00	190,406.00 100%	120,000 - 225,000	17,906.00	
Adjustments to Production	0.00	0.00			0.00			
Adjusted Production	70,394.00	68,012.00			190,406.00			
# of Provider Production Days	16.00	18.00			53.00			
Average Daily Production	4,399.63	3,778.16	2,500 - 4,700	2,821.84	3,592.57	2,500 - 4,700	-7.43	⚠
Average Hourly Production	165.45	97.27	355 - 580	-370.73	449.07	355 - 580	-18.43	⚠
Dentist Totals								
Dentist Production	42,236.00 60%	42,848.00 63%	65% - 75%	-7%	125,179.87 66%	65% - 75%	-4%	⚠
# of Dentist Production Days	16.00	18.00			53.00			
Dentist Average Daily Production	2,639.75	2,380.44	1,625 - 3,525	-194.56	2,361.87	4,875 - 10,575	-5,363.13	⚠
Dentist Average Hourly Production	329.97	297.56			295.23			
Dentist Unfiled Hours	273.25	317.50			881.75			
Hygienist Totals								
Hygienist Production	28,158.00 40%	25,164.00 37%	25% - 35%	7%	65,226.00 34%	25% - 35%	4%	
# of Hygienist Production Days	26.00	27.00			113.00			
Hygienist Average Daily Production	1,083.00	932.00	800 - 1,200	-68.00	825.72	2,400 - 3,600	-2,174.28	⚠
Hygienist Average Hourly Production	135.38	116.50			103.22			
Hygienist Unfiled Hours	136.75	155.75			401.50			
Case Acceptance Totals								
Amount of Treatment Diagnosed	27,333.00	32,917.00			167,518.00			
Amount of Treatment Accepted	11753.00 43%	15,800.00 48%	85% - 90%	-42%	113,912.00 68%	85% - 90%	-22%	⚠

Figure 1.

The Practice Advisor report (**Figure 1**) gives you statistics about the key performance indicators (KPIs) you should be monitoring on a regular basis, and it compares those KPIs to industry-standard benchmarks so you can see how your practice measures up. The Practice Advisor flags areas where your practice statistics do not meet the benchmarks and gives you suggestions for improvement that were developed by top practice management consultants.

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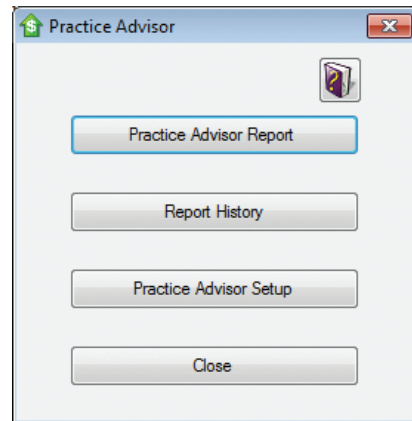


Figure 2.

Where to Find the Practice Advisor

The Practice Advisor is in the Office Manager. To access it, click the **Practice Advisor** button on the toolbar or select the **Analysis** menu and click **Practice Advisor**. The Practice Advisor dialog appears (Figure 2).

How to Set Up the Practice Advisor

It's important to set up the Practice Advisor correctly so that your KPI statistics accurately reflect the way you run your practice. In the Practice Advisor dialog (Figure 2), click **Practice Advisor Setup**. The Practice Advisor Setup dialog appears (Figure 3). The report comes with default settings, but you may want to modify those settings to fit the needs of your practice.

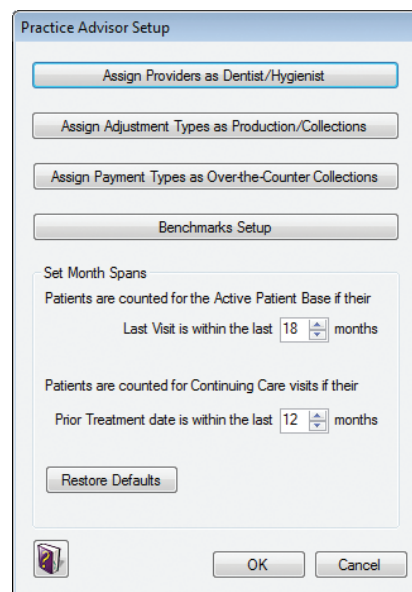


Figure 3.

- **Assign Providers and Dentist/Hygienist:** Dentist and hygienist statistics are counted separately on the report. By default, providers with a primary status in the Provider Setup in the Office Manager are counted as dentists and secondary providers are counted as hygienists.
- **Assign Adjustment Types as Production/Collections:** Adjustments that affect a procedure's production amount should be set up as production adjustments. Adjustments that affect how much money you will collect should be set up as collections adjustments. By default, all charge adjustments are assigned as production adjustments and all credit adjustments are assigned as collections adjustments.
- **Assign Payment Types as Over-the-Counter Collections:** Payments that are collected in your office at the time of service should be counted as over-the-counter collections. By default, all payment types are counted as non-over-the-counter collections.
- **Benchmarks Setup:** The benchmarks on the report give you goals for your KPIs. By default, the Practice Advisor comes with benchmarks recommended by leading consultants, including the Pride Institute and Jameson Management, for a solo, general practice (based on an estimated national average).
- **Patients Counted for Active Patient Base:** Patients whose last visit date is within the time frame you specify are counted as part of the active patient base. By default, patients are counted as part of the active patient base if their last visit date is within the past 18 months.
- **Patients Counted for Continuing Care:** Patients whose last continuing care treatment date is within the time frame you specify are counted as active continuing care patients. By default, patients are counted as active if their last continuing care treatment date is within the past 12 months.

How to Run the Report

1. In the Practice Advisor dialog (Figure 2), click the **Practice Advisor Report** button. The Practice Advisor Report dialog appears (Figure 4).
2. In the Practice Advisor Report dialog, you can narrow the results of the report by date, provider, and billing type. You can also specify report options like the sections of the report you want to include or an email address to which you want to send a copy of the report.
3. Click the **Preview** button. It may take several minutes to generate the report if you have a large database.

Tips for Using the Practice Advisor

- Run the report on the last day of the month or set the As Of date in the Practice Advisor Report dialog (Figure 4) to the last day of the month so you have a full month of data to compare against the benchmarks.
- On a monthly basis, review your active patient base number to get an accurate count of how many active patients you have. If the number is decreasing, you may not be getting enough new patients in your office or your existing patients may not be coming in for continuing care or other treatment.
- When you see a yellow symbol in the Variance column, scroll down in the report to the recommendation footnotes where you'll find tips to improve your KPI statistics. Use these recommendations to make plans for how you will improve your KPIs. These tips were recommended by leading consultants, including the Pride Institute and Jameson Management.
- Look at both the Variance column and the benchmark range to determine if your KPI statistics are low. The variance is calculated by comparing the average of the benchmark range to your month-to-date statistics, so in some cases you could be within the benchmark range but have a negative variance. For example, if the benchmark range is 20 - 40, your KPI is compared to 30 (the average of the range). If your KPI is 25, you are within the benchmark range of 20 - 40, but you are below the average of the range.
- Use the graphs in the report to see a quick, graphical snapshot of your KPIs (Figure 5).
- As the year progresses, compare your monthly KPI statistics to yearly KPI statistics to make sure you are on track to meet your yearly goals.
- The benchmarks in the Practice Advisor were designed for a solo, general practice (based on estimated national averages). Work with a consultant to customize the benchmarks so that they show realistic goals for a practice of your size in your area, especially if you have multiple doctors or you are a specialty practice.

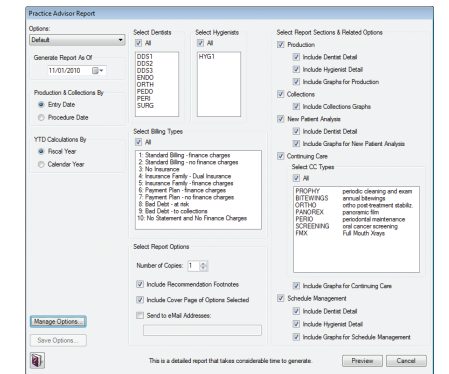


Figure 4.

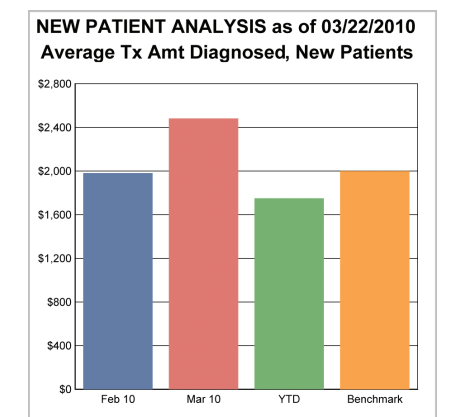


Figure 5.