



Dynamic Dental Advisors

• Practice Optimization Analysis •

OVERVIEW

Our FREE Practice Optimization Analysis identifies areas of opportunity for your practice to increase your profitability by working smarter not harder. The analysis provides a profitability improvement range that is supported by the details in the analysis' three sections. Once completed, our team will review the analysis with you and provide insight on immediate steps that can be taken to improve your revenue and cashflow.



FEE ANALYSIS

The analysis begins with a review of your UCR fee schedule compared to your peers in your area—highlighting your top & lowest percentile fees as well as your top opportunities for fee increases.

THE RESULTS

of Codes Analyzed

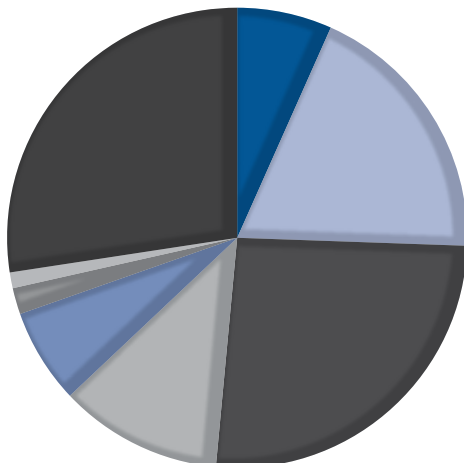
629

Average Percentile

52%

PERCENTILE BREAKDOWN

of Codes



| Percentile | # of Codes | % |
|------------|------------|-----|
| <40% | 16 | 3% |
| 40% | 67 | 11% |
| 50% | 338 | 54% |
| 60% | 185 | 29% |
| 70% | 20 | 3% |
| 80% | 1 | 0% |
| 90% | 0 | 0% |
| 95% | 2 | 0% |

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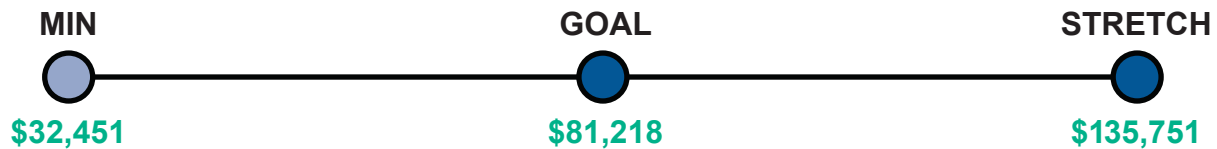
CODE UTILIZATION

The second section provides industry benchmarks for code utilization. The purpose of this section is to discuss how you can work smarter, not harder—making sure you are leveraging codes properly in your practice.



CODE UTILIZATION BENCHMARKS

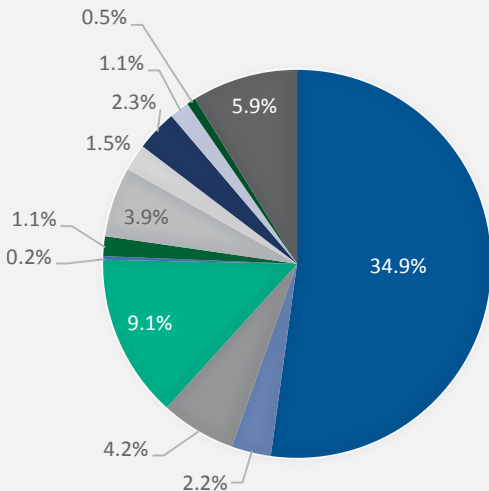
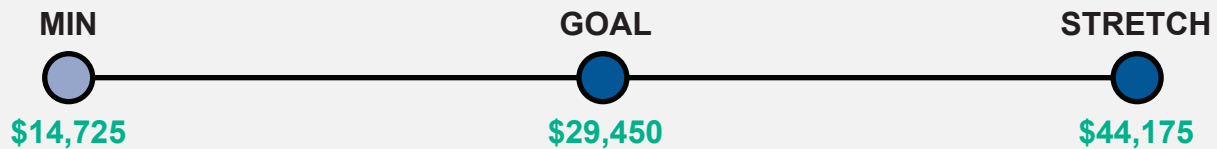
This potential is based on management of code utilization. No increase to your existing fee schedule is included in the potential outlined below.



| KEY PERFORMANCE INDICATOR | RATIO | BENCHMARK | MIN | GOAL | STRETCH | COMMENTS |
|-----------------------------------|-------|-----------|-----------------|-----------------|------------------|---|
| X-Ray Utilization @ Recall | 39% | 50% | 43,365 | \$9,296 | \$15,227 | Bitewing X-Rays to be taken 1x/year during recall |
| Periodic Exams @ Recall | 83% | 100% | \$0 | \$6,792 | \$15,952 | 100% Great, 70-100% Good, <70% Needs Improvement |
| Patient Emergency Coding | 10% | 75% | \$14,274 | \$23,127 | \$31,980 | >75% Great, 50-75% Good, <50% Needs Improvement |
| Perio Utilization | 16% | 10-20% | \$14,812 | \$32,890 | \$50,968 | >20% Great, 10-20% Good, <10% Needs Improvement |
| X-Ray Utilization w/ New Patients | 82% | 100% | \$0 | \$9,113 | \$21,624 | |
| TOTAL OPPORTUNITY | | | \$32,451 | \$81,218 | \$135,751 | |

EXPENSE MANAGEMENT OPPORTUNITIES

Below reviews various overhead expenses from your P&L versus industry benchmarks and identifies opportunities for cost reduction.



| Expense Category | \$ | % |
|------------------------|------------------|------------|
| Team Expense | \$321,758 | 34.9% |
| Laboratory | \$20,004 | 2.2% |
| Building Expenses | \$38,400 | 4.2% |
| Dental Supplies | \$83,570 | 9.1% |
| Office Supplies | \$2,264 | 0.2% |
| Computer & IT Expenses | \$9,852 | 1.1% |
| Maintenance & Repairs | \$36,428 | 3.9% |
| Recruiting Expenses | \$13,516 | 1.5% |
| Insurance | \$20,846 | 2.3% |
| Merchant & Bank Fees | \$9,852 | 1.1% |
| Uniforms | \$4,980 | 0.5% |
| Other Expenses | \$54,785 | 5.9% |
| Total | \$774,585 | 67% |

% Column = Expense / Gross Profit

Industry Benchmark ≤ 60% ^

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