



PEACE OF MIND DEVELOPMENT FOR TODAY'S DENTAL PRACTICE OWNER

MARCUM
ACCOUNTANTS ▲ ADVISORS

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Peace of Mind Development for Today's Dental Practice Owner

Assisting our dental practices in rediscovering their confidence to deliver the highest standard of care while gaining new insights of a purpose driven, health dedicated and profitable business team.

Business Set Up for the New Dental Practice Owner/Newly Acquired Dental Practice

“You're a new dental practice owner. Now what?”

Provide multi-level service tiers to include but not limited to:

- ▶ Business entity setup
- ▶ Outline ideal production/collection parameters
- ▶ Assist to create ideal team retention
- ▶ Guide owner through third party credentialing
- ▶ Design practice/patient operational guidelines
- ▶ Assist in implementation of optimal external/internal marketing methods

Comprehensive Practice Pulse Assessment

“How Healthy is My Practice?”

- ▶ Recognize effective/efficient operations for continued ownership success
- ▶ Identify practice/team barriers challenging optimal growth and profit

Improving Your Dental Team Performance

“Does my dental team really know their roles/expectations?”

- ▶ Assess and Create Positive Profitable Team Accountability
- ▶ Design/Train/Assist in individualized Team Practice Profit Centers”
- ▶ Outline/Educate Owner and Team on Healthy Key Performance Indicators (KPI's)
- ▶ Develop team/practice Standard Operational Protocols (SOP's)/guidelines to:
 - ▶ Clarify your expectations
 - ▶ Create structure
 - ▶ Define processes

Creating Healthy Hygiene Department ROI- Learning the “Business” of Hygiene

“How much hygiene do I really need? Why are there so many holes in my schedule?”

- ▶ Empower the chat and polish hygienist to be your “Health Centered Hygienist”
- ▶ Calibrate administrative team for optimal patient/third party reimbursement
- ▶ Train for proactive not reactive schedule recovery
- ▶ Host One Day Onsite Refine and Refresher Hygiene Workshop

Calibrating the Dental Office Manager

“Calibrating the Dental Office Manager? Is the salary justified?”

- ▶ Assess/educate/implement daily, weekly, quarterly, yearly accountability checklist
- ▶ Assess/train healthy KPI's to successfully support financial goals of the practice
- ▶ Outline effective team communication/leadership tools
- ▶ Design implementation for optimal dental practice management software utilization

Dental Fee Analysis

“Are you aware you are losing money? Do you want to be cheapest in town?”

- ▶ Perform comprehensive CDT code analysis towards optimal insurance reimbursement
- ▶ Outline current and future fee application to best financially support your practice
- ▶ Provide proven team language tools while educating patient values

Calibrate Accurate Dental Software Reporting Parameters

“I ran these reports, but what do they mean? I think I’m running the right one.”

- ▶ Instruct owner to understand reporting towards proactive management
- ▶ Train administrative team to correctly represent financial reporting to the accountant
- ▶ Design effective tracking/monitoring tools within dental software to capture lost revenue
- ▶ Calibrate/educate to fully understand reports for proactive management

Train to Discover and Recover Lost Treatment Revenue

“Why is my schedule not full? I thought the patient scheduled?”

- ▶ Identify operational/communication barriers in case presentation
- ▶ Assist team to identify patient motivators
- ▶ Calibrate to uncover patient value system
- ▶ Outline optimal patient financing options
- ▶ Outline successful tracking and learn to schedule the unscheduled

Practice Owner Leadership/Coaching/Mentorship

“Can’t I just come in and do dentistry? I didn’t think it would be this difficult.”

- ▶ Assist in discovering business challenges that keep you up at night
- ▶ Help clients to identify and address practice ownership aggravations
- ▶ Calibrate to create best environment toward team success
- ▶ Train owners to confidently ask for what they need
- ▶ Guide clients through self-accountability for optimal leadership success

Insurance Utilization Review

“How much do we write off? How do I know which insurance to keep or drop?”

- ▶ Extrapolate, analyze and report insurance utilization for proactive practice management planning
- ▶ Assist client to determine value of third party contractual arrangements
- ▶ Provide team-to-patient transitional communication/language tools

Thinking of Retiring? Thinking of Selling your Dental Practice? (Valuations)

“I’m thinking I might work 3,5 more years. What’s my practice really worth?”

- ▶ What’s your magic number?
- ▶ Will the money you receive from practice sale be your cherry or the gravy?
- ▶ Outline value in discovering and recovering hidden growth/profit opportunities PRIOR to selling
- ▶ Assist client to discover and recover hidden growth/revenue/marketable advantages to maximize value prior to selling

Thinking of Buying a Dental Practice? (Dental Transition Team)

“Should I buy this practice? Is this practice really worth \$XXX,XXX?”

- ▶ Provide independent representation throughout the process
- ▶ Complete cash flow analysis
- ▶ Complete industry standard analysis
- ▶ Complete purchase price analysis and asset purchase agreement considerations
- ▶ Analyze and report:
 - ▶ Practice software reports for potential risks and growth opportunities
- ▶ Facility and employee considerations
- ▶ Consider the reasonableness of adjusted revenue and expenses



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