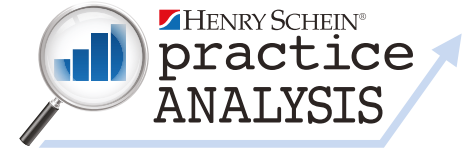


HENRY SCHEIN

BUSINESS DISCOVERY

HENRY SCHEIN®
Dental Business Solutions



Dentist Name _____ Dentist Email _____

Postcode _____ TSM _____ Date _____

Henry Schein Account Number _____

Chargeable _____ Amount to bill _____

UNCOVER OPPORTUNITIES IN YOUR PRACTICE

No. of Surgeries: _____ No. of Therapists: _____
No. of Dentists: _____ No. of Therapists FTE: _____
No. of Dentists FTE: _____ Total Staff Number: _____
No. of Hygienists: _____ No. of Active Patients: _____
No. of Hygienists + FTE: _____ NHS % / Private% _____ % / _____ %

STANDARD OF CARE

How many times a year should a patient have a check up? _____ How often should a patient receive an x-ray? _____
How many times a year should a patient see the hygienist? _____ Should all new patients receive an x-ray? _____
Do you use Wet Film? _____

UNDERSTANDING YOUR BUSINESS

Any Specialisations? _____ PM software? _____
If Other, please specify: _____ If Other, please specify: _____
Digital pan? _____ Insurance Plan _____
Digital I/O? _____ If Other, please specify: _____
Laser hard/soft? _____ CEREC _____

FINANCIALS

Examination Fee (Avg) _____ 1 UDA Value _____

Hygiene exam fee (avg) _____ Average restoration charge _____

X-Ray Fee (avg) _____ Average hourly earnings _____

BUSINESS DRIVERS

Appointment Book Utilisation % last 12 months _____ %

Short Notice Cancellation % _____ %

FTA % _____ % Recall Effectiveness % _____ %

Any other comments you would like to make with reference to any of the above sections?

GENERAL

Tell me about your practice. What do you like most about it? _____

What are your goals for the practice? _____

What are your personal goals? _____

Tell me a little about you! (Family, hobbies, why dentistry, why practice here?)

What keeps you up at night? _____

How does your business run against how you thought it would be when you left Dental School? _____

What is your practice's greatest challenge this year? _____

BUSINESS

How do you maximise your production, cash flow, and/or profitability? _____

Would you say that you are happy with the way your business is progressing? _____

How do you think that your fees compare with your peers within your post code area? _____

DISTRIBUTION

What ways does your consumables company demonstrate a vested interest in your business? _____

Are you open to the concept of a dental supply consultant earning your supply business? _____

COMPLIANCE/TRAINING

How do you ensure that you and your staff obtain the correct amount of CPD hours? _____

Have you adopted or considered adopting complimentary techniques such as Oral cancer detection? _____

How do you ensure CQC compliance within your practice? _____

MARKETING

How do you market your business? _____

How effective is your practice website? _____

How is it used to funnel patients to your practice? _____

Can you find your website on page 1 of Google? _____

Do you use online appointment booking? _____

What social media marketing methods do you use? _____

What testimonials do you have for your practice? _____

How are they used? _____

What type of Patient are you trying to attract? _____

MARKETING CONTINUED

What referral methods do you use? _____

Are you actively looking for new patients? _____

How many new patients a month do you see on average? _____

Is that enough? _____

Do you feel that your practice maximizes patient opportunities in today's market? _____

TREATMENT UPTAKE

How comfortable are you with chair-side presentation of treatment options? _____

How do you communicate your standard of care to patients and your team? _____

SPECIALISATION

Are you restoring implants? _____

What % of your total patients do you see that have periodontal problems? _____ %

Do you place implants? _____

Do you treat them or refer out? _____

Have interest in placing? _____

What alternative treatments do you offer? (Botox ,etc) _____

Do you complete any endo, ortho, perio procedures or any other expanded specialisation routinely? _____

What are you referring out that you would like to keep in house? _____

If Other, please specify: _____

TECHNOLOGY

Have you maximized the use of technology in your practice? _____

How? _____

What Hi-Tech products interest you? _____

Do you have (and use) intra-oral cameras? _____

How do you use them? _____

TECHNOLOGY CONTINUED

Do you have a digital panoramic x-ray? _____

If not, do you have space for one? _____

Do you have and use a laser for soft tissue treatments? _____

How are you planning to digitise your workflow? _____

What equipment and technology do you plan to purchase to maximize your tax allowances this year? _____

What technology do you feel would have the biggest impact on your practice? _____

KPI'S

How have you set and monitored KPI's within your business? _____

What would you say your gross earnings per hour is? _____

How do you / your team communicate? _____

How do you ensure recalls are completed? _____

How do you follow up on patients who miss appointments, cancel, lapse? _____

How do you convert the value of your Outstanding Treatment take up? _____

What methods do you use to monitor debtors? _____

How efficient / effective are the reception team in achieving the practice goals? _____

PPT

When was the last time you had your practice valued comprehensively? _____

Have you considered expansion or re-location of your facility? _____

Have you thought about bringing on an associate? _____

Do you have an 'exit strategy'? _____

1...2...3...

What are you hoping to gain from this potential partnership with me, my team and Henry Schein? _____

What is your primary concern regarding the success of your practice? _____

What in your first priority regarding your personal and practice goals for this year? Income and production, new patients? _____

AND FINALLY

If you could waive the "magic wand" and solve any issue today, what would it be?

Henry Schein's Practice Analysis compares your Standard of Care to the services performed in your practice over the past year to create a benchmark for your practice. This comparison identifies opportunities for improvement that can be converted to additional practice production. Following the identification of potential production opportunities, your Henry Schein representative will assist you with setting and prioritising goals, and provide business solutions to meet those goals.

Your Standard of Care

Tell us how often your patients should have an exam, a hygiene visit, bite wings, and a major film. The Henry Schein Practice Analysis will calculate how many of your patients were treated in accordance with your standard of care.

Potential Production

Practices often focus on bringing in more new patients, while current patients have oral health needs that are being missed. Capitalising on existing patient opportunities has a significantly lower cost than new patient acquisition.

On average, practice production increases by £20,000 following a Henry Schein Practice Analysis.

Goal

The Henry Schein Practice Analysis provides the information about opportunities in your practice. You decide where to start and we will provide business solutions to help you reach each of your goals.

Additional Practice Tools

Included in your Practice Analysis is a comprehensive fee analysis and review of your service mix. These tools can be used to determine if you are practicing the procedures you prefer, at fees that are appropriate for your area. Small fee adjustments can help you balance your procedure mix, and improve practice profitability.



To request your Henry Schein Practice Analysis, visit:

<http://www.hsbusinesssolutions.co.uk/course/practice-analysis-report>

or contact your local Henry Schein representative.