

## Taking a Glimpse at the Valuations of 2008

*Chris Bentson, President of Bentson Clark & Copple, LLC*

As a tradition, each 1<sup>st</sup> quarter edition of the *Bentson Clark reSource* takes a look at several statistics from valuations that were completed throughout the previous year. Twenty-five valuations have been selected from 2008, providing a glimpse into the current orthodontic valuation market as seen by Bentson Clark & Copple. We will provide some significant and informative data that can be used to compare and measure non-valued orthodontic practices. We will also examine the summary data collected from the last four years of our annual valuation summaries. This data will represent a total of one hundred orthodontic valuations completed by Bentson Clark & Copple during the past four years.

The reported data for 2008 presents the rounded net collections, practice income, adjusted overhead rate, value before debt, value expressed as a percent of collections, and number of locations for each respective practice shown. We caution that solely looking at this high level data cannot provide an accurate value of a practice, but can instead only provide a general overview. Other key factors must be taken into consideration and analyzed for each practice valued, including, but not limited to, current and historical financial and operational data, demographic data, condition of the practice facility and its location, competitive environment, referral patterns, quality of staff, and examination of the office and its operating systems.

## Technology Trends: Patient Communication

*Allison White, MBA, Director of Marketing Communications for TeleVox Software*

By now we all know just how important technology has become in nearly every facet of our busy lives. In fact, many of us rely on it. Within orthodontics this emphasis on technology is just as apparent, as practices strive to be seen as high-tech and cutting-edge from both clinical and patient relations perspectives. Just as technology has evolved, so has the mindset about how best to use it in a practice. Not even five years ago, many orthodontists were reluctant to use technology for patient communication and service out of a concern that too much technology would result in a loss of the personal touch. However, a growing emphasis on the idea of a patient-centric practice has helped to shift the practice technology paradigm. The fact is, patients expect the best in overall quality of care, which includes patient relations and communication.

## Get In Line with Align

*Chris Bentson, President of Bentson Clark & Copple, LLC*

Align Technology, Inc., the makers of Invisalign aligners, was founded in 1997. However, the company did not start actively shipping aligner cases to orthodontists until 1999. The purpose of this article is to highlight Align's performance and the ways that it has affected private practice orthodontists over the last ten years. We are not opining on the efficacy of aligner therapy as a treatment modality; there has been and will continue to be debate among practitioners on this subject. Regardless of your clinical view of Invisalign, it is hard to dismiss the effect this product has had on the adult orthodontic market. Align is also the only publicly traded company in the US that exclusively delivers products designed for orthodontic treatment. Since the stock market is forward looking, a look at what analysts are saying about the future of Align is valuable information for private practice orthodontists looking toward 2009 and beyond.

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