

Looking Back at the Practice Valuations of 2010

By: Chris Bentson & Doug Copple

In this sixth consecutive year of our annual practice valuation review, Bentson Clark & Copple takes a look back at several statistics from practice valuations that were completed during the previous year. As such, we have selected twenty-five valuations from 2010 and provided a review, offering a glimpse into the current orthodontic market as seen by Bentson Clark & Copple. The statistics will provide some measurement data that can be used to compare non-valued orthodontic practices. A review summary average of data published over the last five years in the *Bentson Clark reSource* will indicate some recent trends in orthodontic valuations and the orthodontic marketplace. The cumulative data totals 125 orthodontic valuations completed by Bentson Clark & Copple over the previous five years (2006 – 2010).

Designing Your Clinic: Understanding the Design Process

By: Kate Walde Bauer

Why hire an interior design specialist? Why go to an orthodontist for braces? There are as many specialties within dentistry as there are specialties within design. If your patient needs a check-up or cleaning, they go to their general dentist, and if they need braces, they go to their orthodontist, who specializes in orthodontic treatment. The same applies to the field of design. If a client needs a building planned and designed from the ground up, they hire an architect, as architects design from the outside, in. If a client needs an interior space designed for their orthodontic office, they call their orthodontic interior design specialist, who designs specifically for the way they practice. Interior architects and interior designers enhance the function and quality of interior space and design from the inside, out. Your orthodontic interior design specialist will create an interior environment for your office that is functional for the way you work, enhance the quality of your work environment, and create a space that is pleasing to you, your staff, and your patients.

Reflecting on the Decade

By: Chris Bentson

The first decade of the 21st Century is past, and it was one of great change in many areas for orthodontics. Below is a look back at some of the changes we have noticed and a look forward to what we may expect in the next ten years.

Align Technology, Inc., turned ten years old in 2009 and has made a major impact on the orthodontic profession. The company has trained nearly every orthodontist in America, and 3,900 practices are actively submitting cases (along with 10,000 GPs). They are processing over 60,000 cases a quarter, and 2010's annual revenues are estimated to be approximately \$370 million. Their success has brought to the market new aligner products from other vendors. With Invisalign Teen, recent innovations that Align has added to its product, and intellectual property issues largely behind them, Align is well positioned to not only operate more profitably, but to gain greater penetration in both the US and foreign markets.

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iStarts for 2011: The New Patient Exam Process

By: Dr. Mark Coreil & Dr. Catherine Schwab

Exceptional products, dynamic customer education and excellent service has provided Apple, the maker of the iPhone, with remarkable growth during these most difficult economic times. Over the past year, Apple sales have increased 52% and there is no reason to expect any decrease during 2011. Apple has set itself apart from the competition and created enormous demand for its products. At the same time, the demand for orthodontic services has decreased substantially over the same period, and there is no question that the “light at the end of the tunnel” may be elusive during the coming year. At this point, most practices are working diligently to avoid further decreases to the bottom line. We would like to share the basic principles about the new patient process that has allowed our practice to maintain steady growth over the past two years. We hope our practice’s example will help you gain some ideas to get the most out of your future new patient exams.

We have found that educating the patient/parent about the differences between our practice and others is critical to successfully getting the patient to select our practice’s services. We inform the patient about our faculty positions within the orthodontic department at Louisiana State University and emphasize our interest in occlusion and TMJ. Spending a considerable time explaining the advantages of mounted models, similar to a restorative evaluation, we attempt to leave no stone unturned. With regards to TMJ, we welcome the difficult, multidisciplinary case and have successfully built relationships with many general practitioners that do not regularly refer. Other practices may have strengths in technology, doctor experience, or staff qualifications; we do not claim that we are better than another practice but do stress that we always are willing to go the extra mile for our patients.

How Do You Put a Value on Relationships?

By: Bonnie Hixon

Whether you own a practice, are considering purchasing a practice, or are becoming a partner/associate in an existing practice, it is important to have a thorough understanding of the sterilization process and compliance with the Centers for Disease Control and Prevention (CDC) guidelines.

Proper sterilization or disinfection of all patient care items requires knowledgeable clinical team members, proper equipment and space, and adequate instrument inventory for the recycle time. A written health program should be developed that includes policies, procedures, and guidelines for education and training. This plan should include immunizations, exposure prevention and post-exposure management, as well as all infection control procedures and protocols for processing the patient care items. Ensuring consistency of sterilization practices requires a comprehensive program that addresses operator competence and proper methods of cleaning and wrapping instruments, loading the sterilizer, operating the sterilizer, and monitoring of the entire process.



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The *Bentson Clark reSource* features invaluable, up-to-date information about the issues that are important to orthodontists, their practices and their future endeavors. The *reSource* contains articles from the most distinguished consultants and businesses within the industry, current marketing data, financial advice regarding practice transitions and many other topics of interest from the world of orthodontics.

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