

Dentistry Benchmarks – 2023 vs. 2024

	2023			2024		
	Bottom 10%	Average	Top 10%	Bottom 10%	Average	Top 10%
Pre-Appointment %	30%	54%	75%	29%	54%	75%
New Patient Re-Appointment %	14%	48%	70%	21%	48%	69%
Patient Growth %	-11%	2%	19%	-10.7%	1.8%	19.2%
Collection % (Net Production)	89%	100%	101%	93%	102%	104%
Hygiene Pre-Appointment %	18%	59%	78%	31%	60%	80%
Hygiene Re-Appointment %	39%	84%	93%	61%	81%	94%
Perio Patient % Age 30+	1%	12%	32%	1.3%	11.7%	27%
Average Restorative Presented Per Exam	\$403	\$1,537	\$3,244	\$722	\$1,858	\$3,060
Same Day Treatment \$ Acceptance %	11%	28%	58%	14%	29%	46%
Treatment \$ Case Acceptance %	22%	42%	64%	22%	39%	58%
AR Days	60 Days	22 Days	5 Days	75 Days	28 Days	7 Days

*Dollar amounts presented are in USD.

**Note: Through ongoing refinements in our data analysis methods, some 2023 figures reflect improved accuracy from previous reports.

Metric Definitions



Pre-Appointment %: Percentage of active patients that have an appointment scheduled in the future

New Patient Re-Appointment %: Percentage of new patients that were also scheduled for a future appointment categorized as Hygiene during their visit

Patient Growth %: Number of new patients minus number of patients that have been marked inactive or gone 18+ months without a visit, expressed as a percentage of total active patients on the first day of the same calendar year

Collection % (Net Production): Percentage of collections compared to the amount of production, minus total adjustments

Hygiene Pre-Appointment %: Percentage of active hygiene patients that are currently scheduled for an upcoming appointment categorized as Hygiene

Hygiene Re-Appointment %: Percentage of hygiene patients that had a visit categorized as Hygiene and left with a hygiene appointment scheduled for the future

Perio Patient % Age 30+: The percentage of active patients (patients seen within the last 18 months) over the age of 30 that have had perio procedures on their ledger (including, but not limited to: D4910, D4341, D4342, D4346)

Average Restorative Presented Per Exam: Average dollar amount of treatment categorized as restorative presented to patients per exam

Same Day Treatment \$ Acceptance %: The percentage of total dollars accepted out of the total dollars presented to the patient when a future visit for the accepted treatment was scheduled on the same day as the appointment during which the treatment was presented

Treatment \$ Case Acceptance %: The percentage of total dollars accepted out of the total dollars presented to the patient

AR Days: Average patient AR (Accounts Receivable) amount for the year divided by average net daily production for the same year