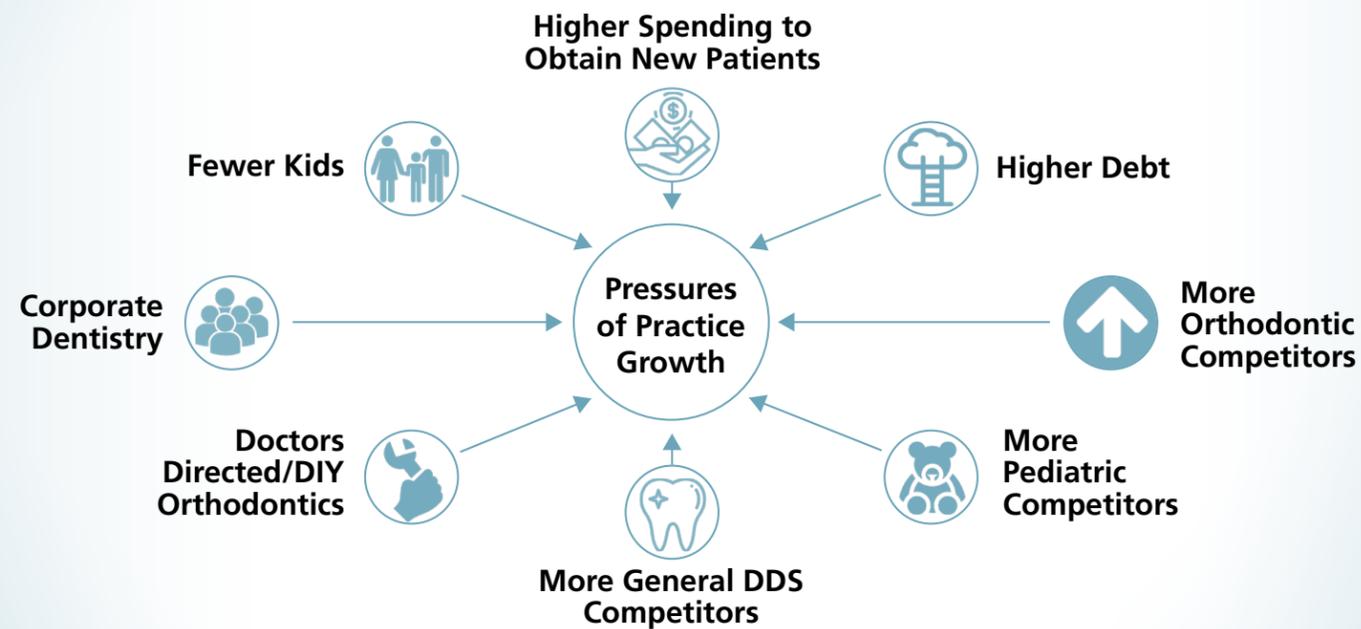


A high-speed photograph of a metal bucket with multiple holes, leaking water. Several green circles with white dollar signs (\$) are placed in the water, symbolizing lost revenue. The background is a gradient of light blue and grey, with a dark blue diagonal shape in the bottom left corner.

Identifying Missed Opportunities in your Orthodontic Practice Through Business Intelligence

Are you letting hundreds of thousands of dollars leak from your practice?



Moving teeth may be the most straightforward part of an orthodontist’s job and interacting with young patients may be the best part...but what about the part of orthodontics your training never prepared you for? That is, running a business.

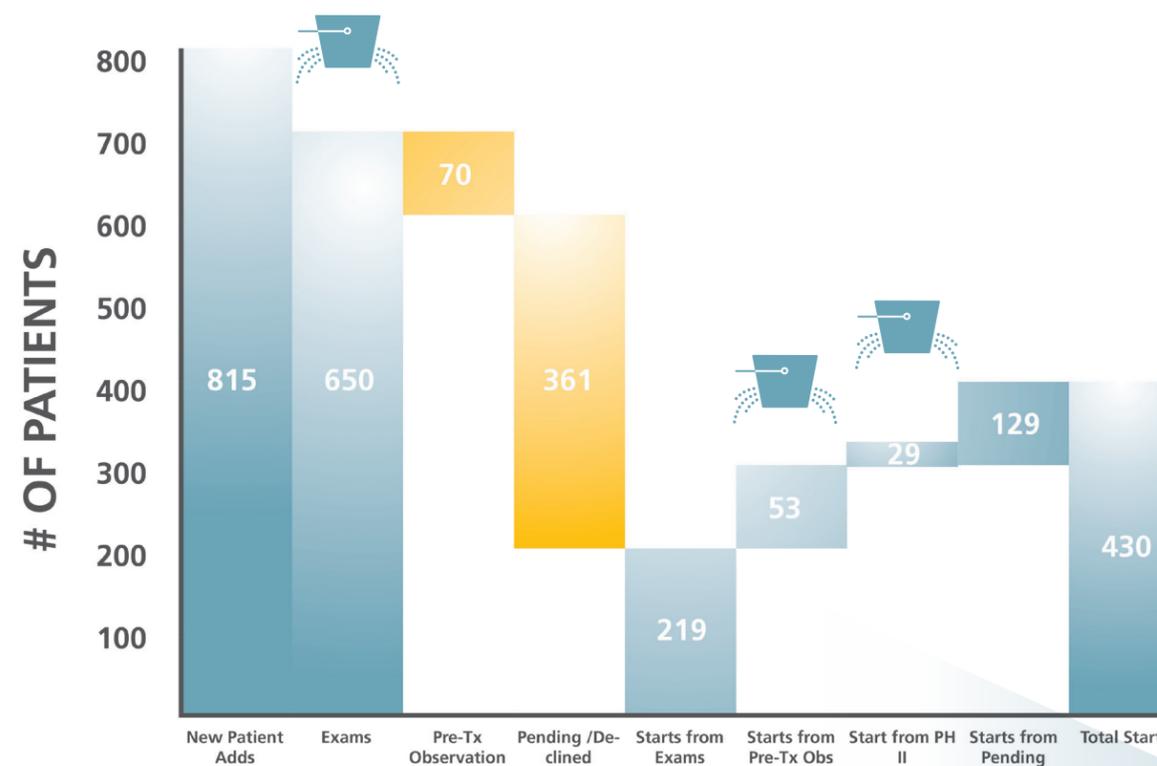
Very few doctors and team members entered the field because of their love for managing overhead, collections and practice marketing, but running an orthodontic practice like a small business is a necessity. On top of that, changing patient demands and an evolving industry means that the pressures of practice growth are always changing.

Analytics, business intelligence and practice management tools can help prepare offices to better handle the challenges ahead; namely, by identifying areas of opportunity, or “leaks,” where practices are losing thousands of dollars of production. Once you find the source of the leak, solid analytics will better equip you to take action to stop the flow.

PRESSURES OF PRACTICE GROWTH



Consider Gaidge your practice's personal data analyst. Based on data pulled from over 500 orthodontic practices, the Conversion Waterfall* below illustrates the funnel of patients who call for an exam to how many actually start treatment. Gaidge has identified three major leaks along the waterfall that can lead to significant production losses.



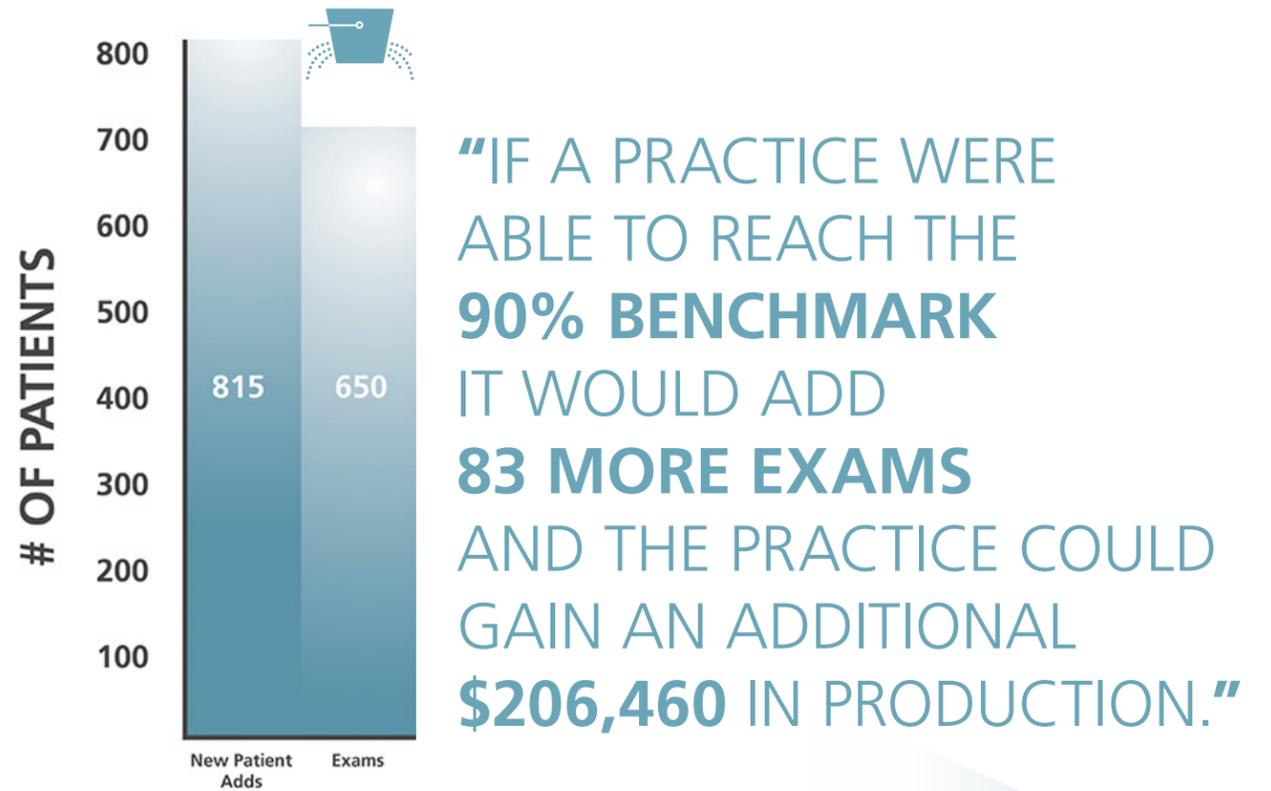
CALL IN THE DIAGNOSTICIANS

*12 months ended August 2018



LEAK 1. NOT CONVERTING NEW PATIENT CALLS TO EXAMS

Industry benchmarks suggest 90% of new patients who call to schedule an exam should attend the appointment. Therefore, it's imperative to have diligent, high-touch onboarding systems in place, as the 10% attrition accounts for prospective patients who were not engaged.



In the waterfall example above, 815 new patients were added to a practice, but only 650 came in for an exam. This represents an 80% conversion rate, which is short by 10% of the 90% benchmark.

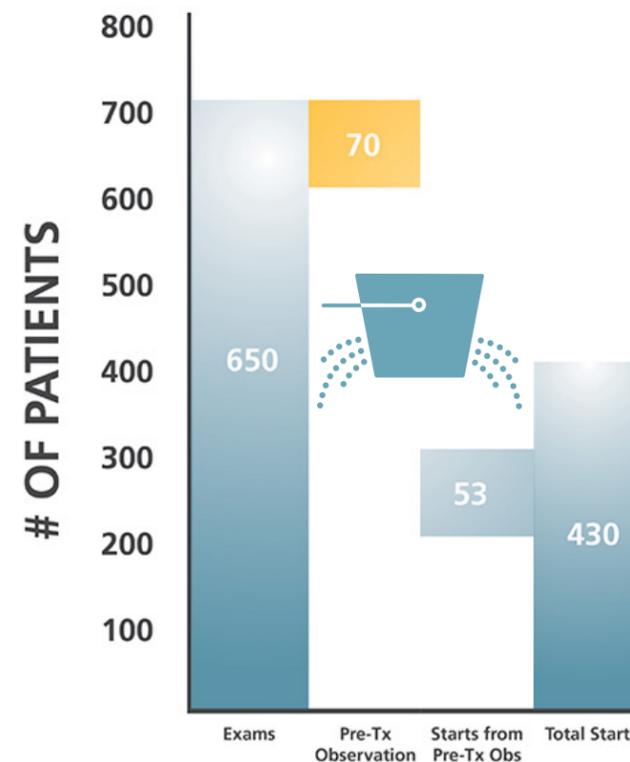


2.

LEAK 2. NOT PROPERLY MANAGING YOUR OBSERVATION PROGRAM

Industry benchmarks note that 20% of exams should move into pre-treatment observation while 20% of starts should come from the pre-treatment observation group. In this illustration, only 70 new patients were moved to observation (10.8%) while 53 starts (12.3%) came from patients in observation.

“STARTING 33 MORE PATIENTS FROM OBSERVATION TO REACH THE 20% BENCHMARK WOULD CREATE \$167,310 OF ADDITIONAL PRODUCTION.”

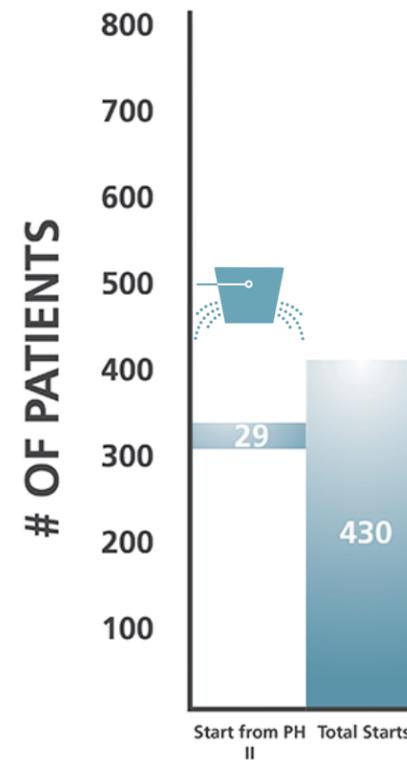




LEAK 3. NOT CONVERTING PATIENTS FROM PHASE I TO PHASE II

Did you know industry benchmarks expect an 85% conversion rate from Phase I to Phase II in a practice? Based on the data housed in Gaidge, the conversion rate for the average practice is just 49%.

“BY GETTING 21 MORE STARTS FROM YOUR PHASE I PATIENT POOL, A PRACTICE COULD POTENTIALLY SEE \$106,470 IN ADDITIONAL PRODUCTION.”





If a practice experiences all three of these leaks over the course of a year, it could represent as much as \$480,000 in missed opportunities.

“KEEP IN MIND, EACH PRACTICE HAS ITS OWN UNIQUE SITUATION, BUT GAIDGE BELIEVES **EVERY PRACTICE HAS THE OPPORTUNITY TO EVALUATE ITS OWN WORKFLOW, IMPROVE THE CONVERSION WATERFALL AND STOP THE LEAKS.**”

INCREASE PRODUCTION AND
PREVENT POTENTIAL
PRODUCTION LOSSES



ABOUT GAIDGE

Gaidge is an essential business management tool that gives practice owners the ability to analyze their practice's most critical performance metrics with ease. The cloud-based analytics software provides 80+ daily metrics on the health and profitability of the practice in an easy-to-use, secure and customizable program. With business intelligence dashboards, industry benchmarking and practice performance comparisons, Gaidge helps orthodontists efficiently monitor operational and financial performance, increasing business acumen and enhancing productivity and satisfaction for doctors and their staff. Full integration with the leading practice management systems to ensures accuracy streamlines office functions.

Learn more at www.gaidge.com or contact us at marketing@gaidge.com or **800.287.3396**.

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ABOUT CARESTREAM DENTAL

Carestream Dental is transforming dentistry, simplifying technology and changing lives around the world with its innovative digital product line of systems, solutions and support. From intraoral and extraoral imaging equipment to CAD/CAM solutions, imaging analysis software to practice management systems, Carestream Dental technology captures two billion images annually and aids in more precise diagnoses, improved workflows and superior patient care.

For more information or to contact a Carestream Dental representative, please call **800.944.6365** or visit carestreamdental.com.

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