

How Are New Practices Doing?



The Practice Optimizer Company®

Thirty Six Month Analysis of Over a Thousand New Practice Starts by State

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Article

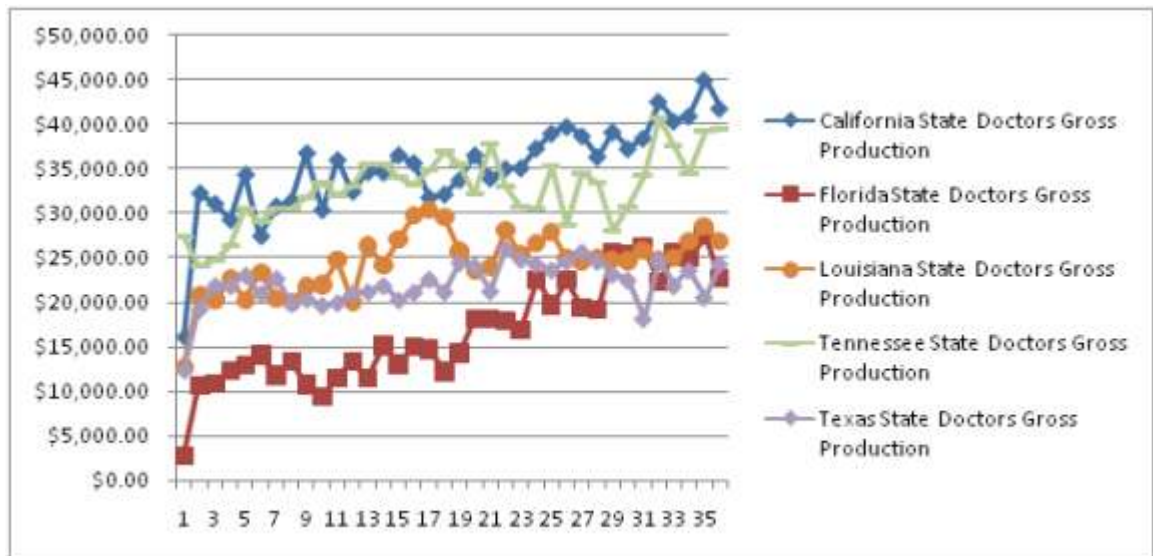
This whitepaper is based on real time benchmarking data for new practices starting from the year 2007. This data tracks those practices without any identifiable information for a period of 36 months. There has been no comparable work done in the past that uses real time benchmarking as described here. This is a per provider data. This data could be useful to banks and practice finance institutions which are lending to this market. The data is also useful for providers who are planning to start their new practices and practice brokers helping buy and sell practices.

Sikka Software Corporation is a Practice Optimizer® platform company supporting over 25 applications that help optimize a practice. Sikka Apps and Partner Apps cover accounts receivable, insurance claims, fee optimization, patient communication, recall systems, digital lab connection and collaboration, real time practice benchmarking, financial services, consulting and more. With thousands of installations in US, and Canada, Sikka Software is a market leader for optimizing dental practice. The data used in this paper is by State in practice locations as identified below. The trends and information in these graphs and the accompanying table are for information purposes only and may not be fully reflective of the actual trends because of the size of the data set. There is no provider or patient identifier data collected. This data may not be representative of all group practices. Sikka Software Corporation does not warrant or guarantee the accuracy of data. The data is for informational purpose only and should not be used for practice valuation, litigation or for any other purpose. Sikka Software Corporation is not responsible or liable for any legal actions arising out of this data or information. For more details, please refer to the website www.sikkasoft.com and Sikka EULA / Portal agreements. The numbers in this document are based on per provider.

Differentiation is not made between new practices started by experienced or just out of college dentists. This is a very limited dataset. Full dataset is available for purchase from Sikka Software by sending an email to benchmarking@sikkasoft.com

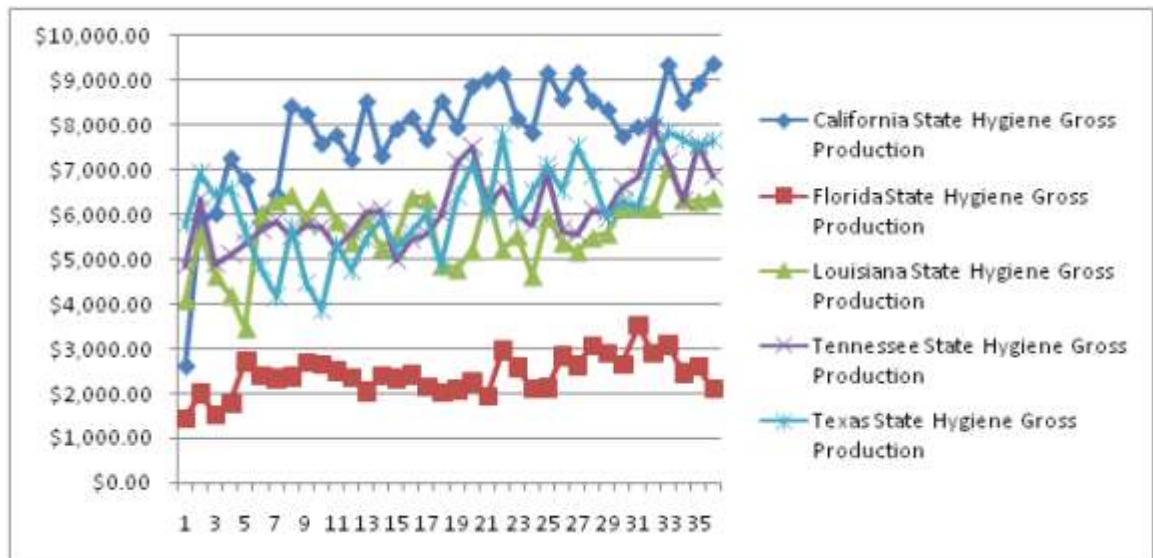


Dentist Gross Production



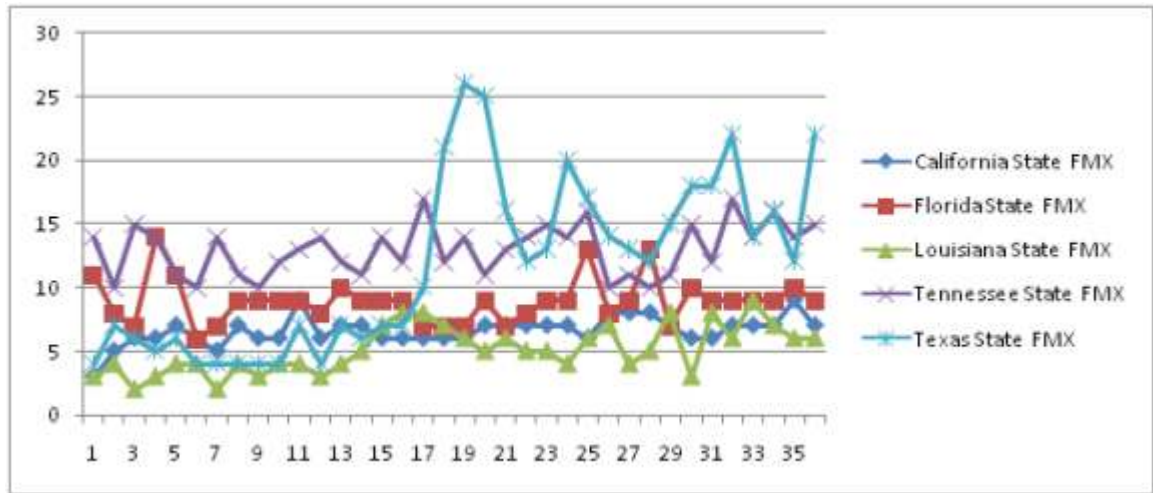
California tended to have higher gross production and Florida the lesser in this study. Texas and Louisiana didn't show as high growth as did California, Tennessee or Florida in the first 36 months of the new practice start for Doctor's Gross Production numbers.

Hygiene gross production



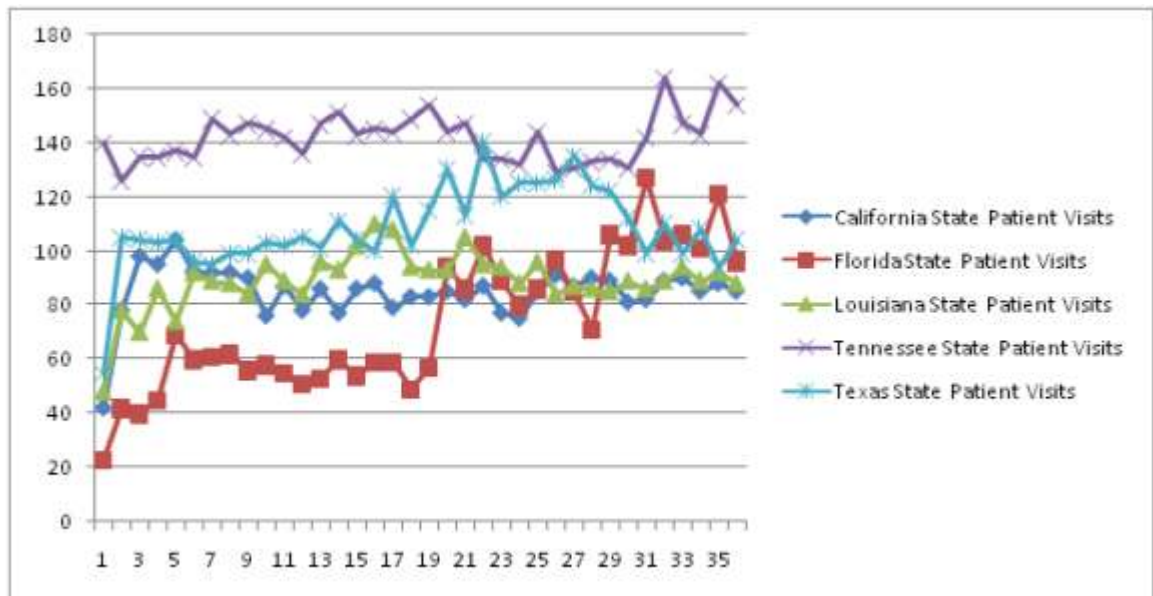
Hygiene Gross Production showed new practices in Florida to be relatively flat and lowest compared to all other states in this study. California again had the highest Gross Production Per Hygienist per month and others were in between the curves.

FMX



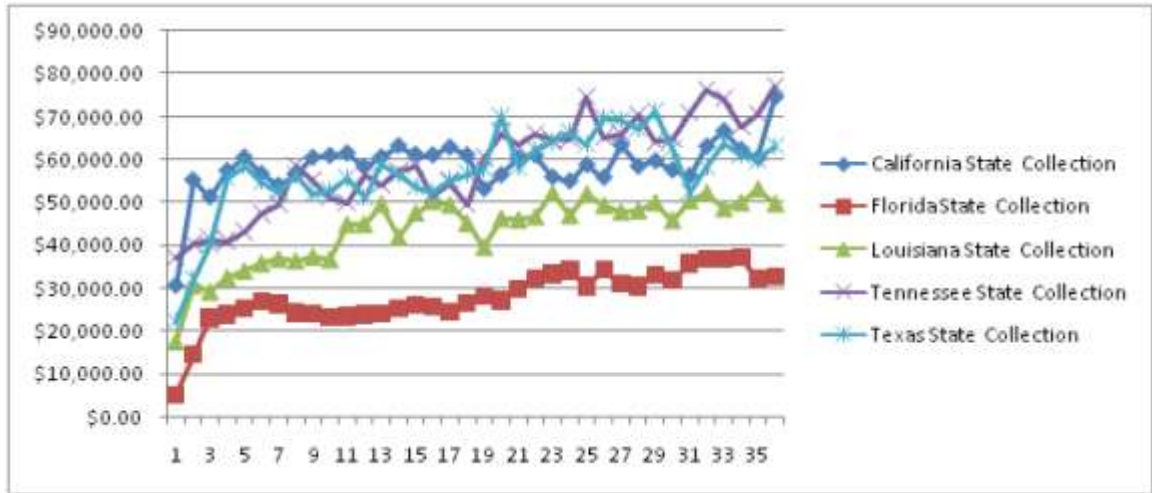
Full mouth x-rays is a diagnostic tool. Texas showed changes in late 2008 which may be because of the radiation related regulatory changes announced on October 12 2008. In addition the number of patient visits were increasing in Texas around the same time. Most other states were consistent with minor improvement in the full mouth x-rays.

Patient Visits



Average monthly patient visits were the highest in Tennessee in our dataset. Florida and Texas saw increases around October 2010.

Collection



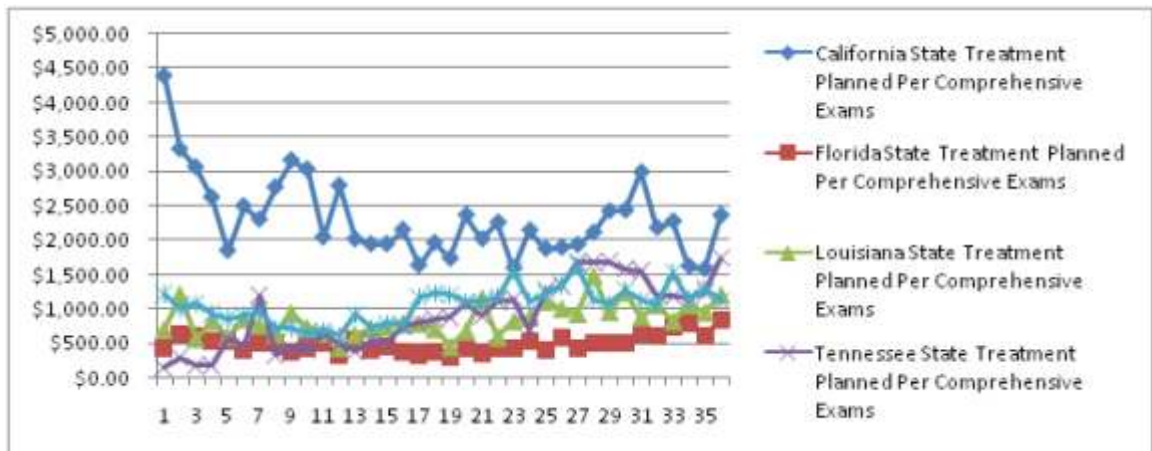
Collection increased in all states except California where they remained steady after the first 9 month increase.

Treatment Planned



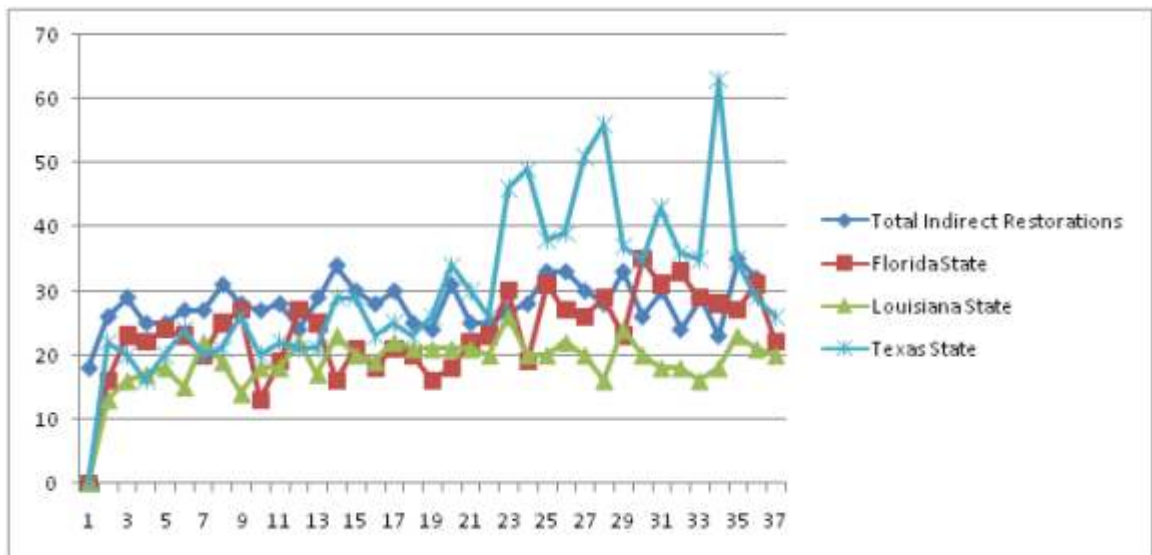
Treatments planned were the highest in California. After an initial boost in treatments planned, the numbers went down slightly and then by the beginning of third year come back up.

Treatment Planned Per Comprehensive Exam



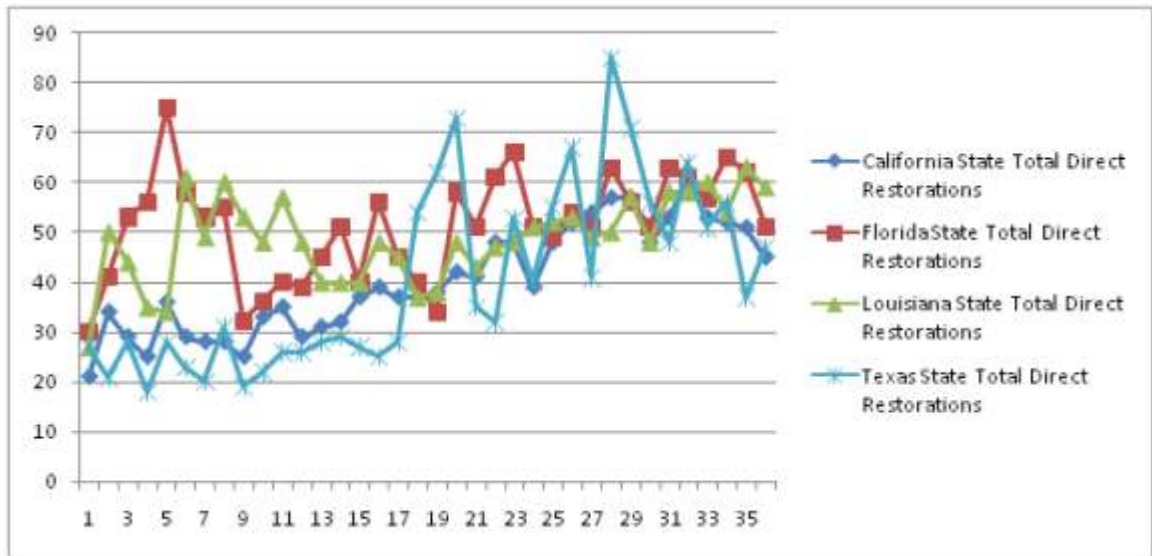
Treatment planned per comprehensive exam shows the trend identified earlier. Even though California led in treatments planned – when the practices are started initially there is a higher amount of treatment planned per comprehensive exam but then it goes down by the beginning of the second year and then comes back up at the beginning of the third year.

Total Indirect Restorations



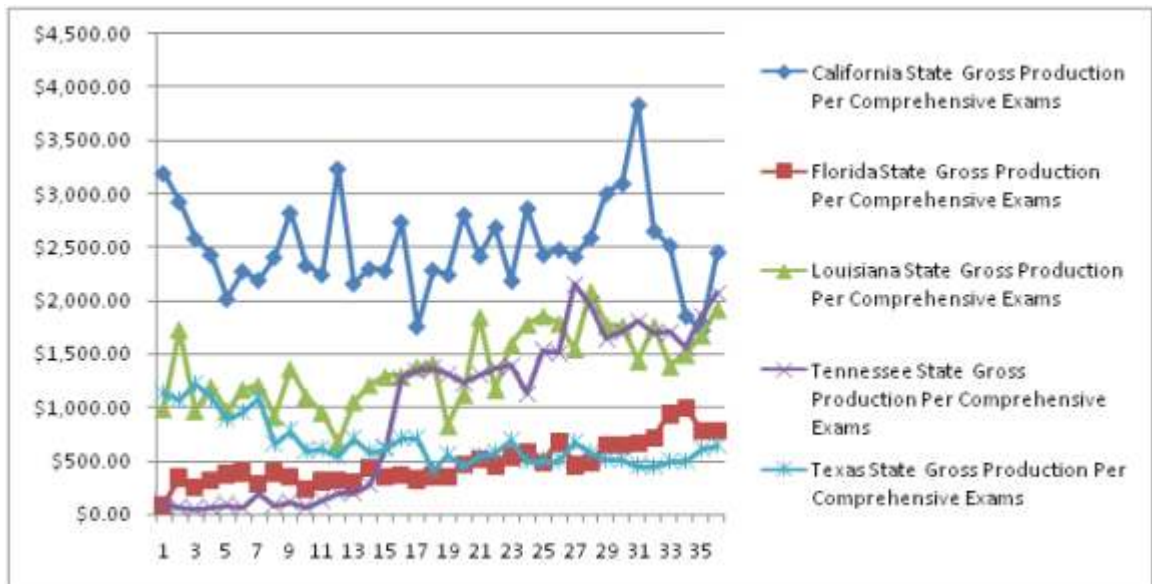
Total indirect restorations are generally more fee for service type of procedures with less insurance drive. There was a small upward trend in all states for indirect restorations.

Total Direct Restorations



Total direct restorations are generally insurance governed and we see a steady trend upwards for the new practices doing more direct restorations.

Gross Production Per comprehensive Exam



Gross production per comprehensive exam was higher in California compared to the 4 other states compared here. An upward trend was noticed on all the states except the state of California that trended flat.

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Vijay Sikka is the President and Chief Executive Officer of the 7 year old Sikka Software Corporation. Under Vijay's leadership, Sikka Software Corporation has become the premier cloud based Practice Optimizer® Platform running over 25 significant healthcare Apps. Sikka Software Corporation is experiencing strong growth and will be looking for investments to fund that growth.

Vijay is a healthcare informatics expert with more than 20 years of software development and quality experience including large scale projects with National Institutes of Health, Glaxo Smith Kline, Roche and UCSF affiliates. After working for 8 years at Intel Corporation Artificial Intelligence Lab, in 1996, Vijay founded IBrain Software, Inc., a business intelligence company, and served as its CEO until its acquisition in 1998 by Entigen Corporation, that later became part of Roche. Vijay's book, Maximizing ROI in Software Development, was published in 2004 by Taylor and Francis International and is available for purchase from Amazon and other book stores in hardcopy and for eBook readers. Vijay holds a M.S from Syracuse University and completed 4 years of Ph.D work at Stanford University.

