

# Dental Matters

A fresh approach to achieving **lifelong prosperity**

## Practice management software – how can it help you?

Do you ever take a step back from administration work to check your dental practice is functioning as you would like? Using practice management software is a vital tool in this process and it is important that you choose the best software to suit your practice and use it to its full potential.



- New patients**  
It is important to monitor how the practice gains new patients. By concentrating on the most effective source of new patients you can focus time and resources on where they will achieve the most.
- Appointment booking**  
Online booking can ease the workload for reception staff. It also allows the patient to book their appointment out of hours, with the aim of increasing recall success rates.
- Reducing unbooked time**  
It is possible to use SMS for automated appointment reminders, automated recall reminders and offer short notice appointments to fill gaps, therefore reducing unbooked time and "failed to attends".
- Chair time analysis**  
Is chair time within the practice being utilised effectively? Analysing this data could help increase usable chair time to ensure each chair in the practice is earning its keep.
- Monitoring outstanding treatment**  
By recording treatment plans on patient records it will be possible to chase up outstanding treatments to generate additional fee income.
- Checking cash against expected receipts**  
Practice management software can help reconcile receipts allocated on patient records to the actual fee income received/banked. This important control is often overlooked.
- Monitoring money owed from patients**  
Patient fees should be recorded against the patient record as and when treatment is given. As the patient pays this should be allocated against the invoice. Reports can then be generated regularly so any outstanding fees can be monitored.
- KPI (Key Performance Indicator) reports**  
Inputting data accurately into the software will prove invaluable when you are able to view KPI reports. Please see over for more information on benchmarking and KPIs.

*Continued overleaf..*

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## How do you measure up?

Our benchmarking service aims to help you optimise your profitability. We analyse your practice's accounts and key performance indicators (KPIs), compare the results with national averages of similar practices, consider the implications and discuss where performance can be improved.

Key areas for discussion include:

- Practice fee income
- Associate fees
- Gross profit
- Salaries
- Overheads
- Profitability

By comparing how your practice measures up to others in the dental sector you will be able to gauge your own strengths and weaknesses and develop your practice.

## Salary survey – the results!

In September 2014 the Hazlewoods Dental Team and The Association of Dental Administrators and Managers (ADAM) carried out a joint survey of ADAM members in order to obtain a better understanding of current

rates of pay within the dental sector. On average, the data showed the following hourly rates of pay:

<b>Trainee dental nurses</b>	<b>£6.42</b>
<b>Receptionists</b>	<b>£9.71</b>
<b>Dental nurses</b>	<b>£9.91</b>
<b>Practice managers</b>	<b>£16.02</b>
<b>Therapists</b>	<b>£27.90</b>
<b>Hygienists</b>	<b>£31.49</b>

Please remember that when determining the hourly rate for staff you should consider many different factors including experience and qualifications, type of practice, regional variations and the local job market, attraction and retention of staff, together with legal requirements such as the National Minimum Wage, equal pay legislation etc.

The survey requested information relating to the practice, including type (NHS, private or mixed), specialisms and size, together with details of the experience and salaries of key employees. The above averages can therefore be analysed in more detail and if you are interested in obtaining more information please get in touch.

## Apprenticeship grant

Subject to certain conditions, grants are available from The National Apprenticeship Service for taking on new apprentices through the AGE 16 to 24 apprenticeship program. Please note that new eligibility conditions apply from January 2015, so do check you meet these. For more information please visit: [www.gov.uk/further-education-skills/apprenticeships](http://www.gov.uk/further-education-skills/apprenticeships)

## How we can help you

As specialist dental accountants we invest in training our staff and keeping up to date with the latest developments in the dental sector. This includes training on practice management software, which helps us understand how your business is performing and therefore where we can help you improve.

For further information please contact:



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