

Editor John McGill Invites You...

...to participate in *The McGill Advisory Practice Profitability and Economic Survey!* Manage your practice with confidence and **improve profitability using valuable benchmarks** through your participation! Mail or fax completed form along with your practice income & expense statement (Profit & Loss) **for the 12-months ending December 31, 2018**. A **FREE** profitability analysis will be mailed after compiled results are published in May - *provide your HOME address if you do not want this mailed to your office.*

Name: _____ Contact Person (if we have questions): _____

Email: _____ Office Phone: _____ Fax: _____

Address: _____ City/St/ZIP: _____ Is this home or office ?

All information below required. All info kept strictly confidential.

1. Total practice production in 2018:
\$ _____

2. How did 2018 production compare to 2017?
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

3. Percentage of 2018 production from discounted fee managed care plans (includes Delta Dental)?
 None 20-29% 50-59%
 1-9% 30-39% 60% or more
 10-19% 40-49%

4. How did 2018 managed care production percentage compare to 2017?
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

5. Total practice collections in 2018:
\$ _____

6. How did 2018 total collections compare to 2017?
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

7. Total number of NEW patients in 2018:

8. Total # of NEW patients in 2018 compared to 2017:
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

9. Practice overall treatment acceptance rate in 2018 (dollars of treatment produced compared to dollars of treatment recommended):
 90-99% 60-69% Less than 40%
 80-89% 50-59% Don't know /
 70-79% 40-49% Don't track

10. How did 2018 treatment acceptance rate compare to 2017?
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

11. For all of 2018, how busy was your practice compared to how busy you wanted to be?
 100% (operating at full capacity)
 90-99% 70-79% 50-59%
 80-89% 60-69% Less than 50%

12. How did 2018 busyness percentage compare to 2017?
 Increased (by _____ %)
 Stayed the same
 Decreased (by _____ %)

13. Did you (or any owner doctors) employ family members through your practice in 2018?
 No
 Yes – total salaries paid: \$ _____ spouse(s)
\$ _____ children

If Yes, are family member salaries listed separately on Profit & Loss Statement, or lumped with staff salaries?

Family member(s) salary separate line item on P&L
 Family member(s) salary lumped in with staff costs

14. If incorporated *and* doctor salary is not a separate line item on P&L, what was total doctor salaries (all doctors including associates) in 2018?
\$ _____

15. Practice specialty (check all that apply):
 General Endo Oral/Max
 Ortho Pediatric Perio Prosth

16. Practice's tax status:
 S Corp Unincorporated Partnership/LLC
 C Corp Sole Proprietor (Schedule C)

17. Number of doctors (all including associates) in your practice:
 Solo Practitioner 3 Doctors
 2 Doctors 4 Doctors or more: # _____

MAIL **ALONG WITH YOUR PROFIT & LOSS STATEMENT** TO:

Practice Survey – *The McGill Advisory*, c/o John K. McGill & Co., 8816 Red Oak Blvd., Ste. 240, Charlotte, NC 28217
Or Fax to 704.323.4138 or 704.424.9786

DEADLINE to participate: March 31, 2019