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, 2017. 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 2017:
   $_____

2. How did 2017 production compare to 2016?
   - ☐ **Increased (by _____%)**
   - ☐ **Stayed the same**
   - ☐ **Decreased (by _____%)**

3. Percentage of 2017 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 2017 managed care production percentage compare to 2016?
   - ☐ **Increased (by _____%)**
   - ☐ **Stayed the same**
   - ☐ **Decreased (by _____%)**

5. Total practice collections in 2017:
   $_____

6. How did 2017 total collections compare to 2016?
   - ☐ **Increased (by _____%)**
   - ☐ **Stayed the same**
   - ☐ **Decreased (by _____%)**

7. Total number of NEW patients in 2017:
   _____

8. Total # of NEW patients in 2017 compared to 2016:
   - ☐ **Increased (by _____%)**
   - ☐ **Stayed the same**
   - ☐ **Decreased (by _____%)**

9. Practice overall treatment acceptance rate in 2017 (dollars of treatment produced compared to dollars of treatment recommended):
   - ☐ **90-99%** ☐ **60-69%** ☐ **Less than 40%**
   - ☐ **80-89%** ☐ **50-59%** ☐ **Don't know / Don't track**
   - ☐ **70-79%** ☐ **40-49%**

10. How did 2017 treatment acceptance rate compare to 2016?
    - ☐ **Increased (by _____%)**
    - ☐ **Stayed the same**
    - ☐ **Decreased (by _____%)**

11. For all of 2017, 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 2017 busyness percentage compare to 2016?
    - ☐ **Increased (by _____%)**
    - ☐ **Stayed the same**
    - ☐ **Decreased (by _____%)**

13. Did you (or any owner doctors) employ family members through your practice in 2017?
    - ☐ **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 2017?
    $_____

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, 2018