

Dental Practice KPIs

The 10 Numbers Every UK Owner Must Track Monthly



Strategic Success. Delivered.

www.dentalwealthbuilder.com

Why the same numbers, every month

A full diary and a practice that's hitting its numbers are two different things. The only way to tell them apart is to check the same set of KPIs every month, not the bank balance when the VAT bill lands.

The 10 numbers, in four groups

- Turnover against target, and the patients behind it
- The new patient funnel: enquiries to acceptances
- Google reviews and Net Promoter Score
- Overheads, labs, staff and marketing as a % of turnover

Turnover against target

- Weekly turnover checked against your monthly target
- The new patients needed to close any gap
- Reviewed every Friday, by associate, hygienist and principal

The new patient funnel

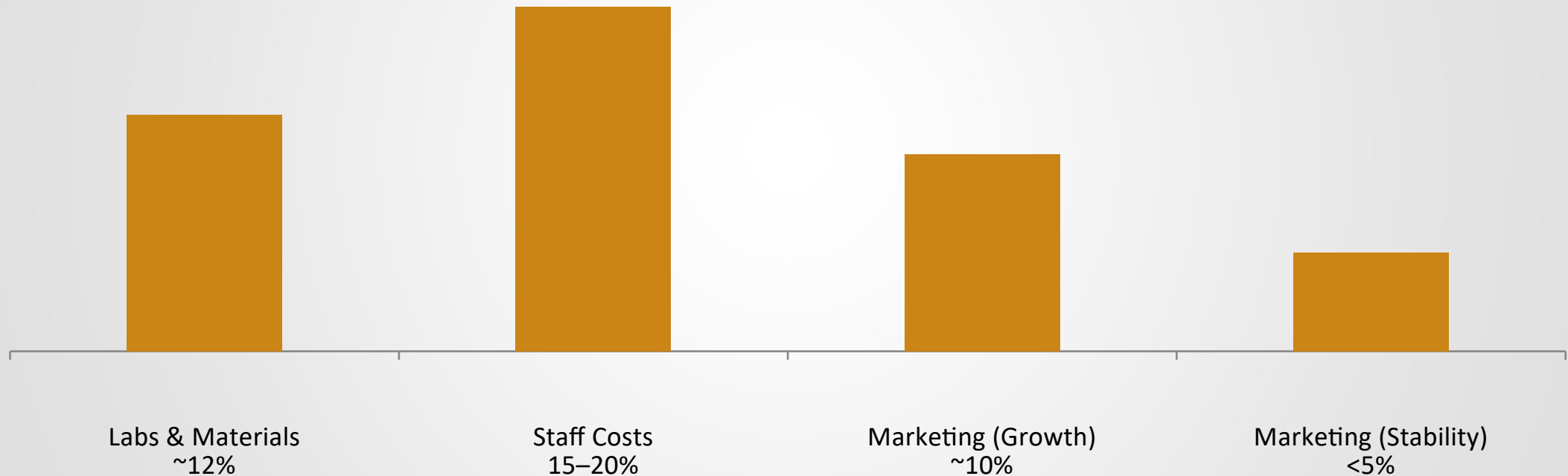


Each step is its own number, and each tells you something different about where the funnel is leaking.

Google reviews and NPS

- Google reviews: is the number still moving month on month?
- Net Promoter Score: how likely a patient is to recommend you
- Both tend to move before turnover does

Costs as a percentage of turnover



Working guides used with DWB clients — the trend for your own case mix matters more than any single benchmark.



Where to start

- Pick the two or three numbers you know least about
- Log them weekly, even on a basic spreadsheet
- Review at the same point every month

Start tracking your numbers



Strategic Success. Delivered.

Download the DWB KPI tracking template: <https://form.typeform.com/to/OdSegknN>

www.dentalwealthbuilder.com