

The Hidden Gap Between Production and Profit

You're a growing practice, but is your profit growing at the same rate as your revenue?

Take a closer look at what might be quietly impacting your practice's profitability. Your schedule is full. Production is strong. Collections look healthy. So why does cash still feel tight? For many dental practices, the issue isn't revenue, it's losing track of spending.

Where Profit Starts to Slip

You may be experiencing one - or several of these:



Compensation that doesn't scale with performance

Are incentives driving the right behaviors ...or just increasing costs?



Variable costs that rise faster than expected

Do lab fees, supplies, or marketing spend fluctuate without clear visibility?



Team growth without clear productivity benchmarks

Is each role contributing to profitability as expected?



Debt or capital decisions limiting flexibility

Are fixed obligations quietly tightening your cash position?

The reasons are not always obvious- but they show up quickly in your cash flow.

Why Production Doesn't Always Mean More Profit

 It's easy to assume that higher production leads to better financial outcomes.

But in reality:

- Increased production often brings higher lab and supply costs
- Growth can require additional staffing and compensation
- Not all procedures contribute equally to profitability
- More activity doesn't always mean more cash at the end of the month

The question isn't just how much you produce, it's what that production actually delivers.

What Strong Financial Planning Looks Like

 High-performing practices don't just track numbers - they operate with intention.

That includes:

- Defined key performance metrics with targets to measure performance
- Variable costs tied directly to expected production
- Benchmarking against comparable practices
- Planned investment in growth (technology, marketing, team)
- Integrated tax planning aligned with business decisions

Strong practices don't just grow revenue. They understand what's driving it - and what's holding it back. If this hits home, it may be time for a deeper look.

Let's take a closer look at your numbers.