

FINANCIAL CONSIDERATIONS

“Show me the Money!”



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ADVANTAGE OF GENERAL DENTIST OR PEDODONTIST DOING BRACES

- Patients already your regular patients, so they already **trust you** and will prefer that you do their orthodontics rather than being sent to someone they do not know.
- If you charge less for a case than an orthodontic specialists, more affordable to patients (in today's society more and more people live paycheck to paycheck so cost is a factor)
- If you are in a rural area, normally not an orthodontist there.
- If you already like to do cosmetic dentistry, this is a great asset. What is more cosmetic in dentistry than straight teeth?
- Normally patients **want** straight teeth (so not hard to sell), patients **need** restorative dentistry (so often harder to sell). People tend to buy what they want, not what they need.



COST OF ORTHODONTICS

- Average General Dentist practice:
Overhead about 65-70%
 - Orthodontic Specialists practice:
Overhead about 50%
- (Hindley Dental Consultants-Houston, TX)
- Average fee in U.S. for full braces case by Orthodontic specialist in 2005 was \$5100



WHAT SHOULD YOU CHARGE?

- Orthodontist fees in the Dallas area is about \$5500 - 6000 per case
- I charge about \$3000 - 4995 per case
- People do shop price.
- Most patients are direct referral, but a lower fee helps their decision
- We also accept insurance



Overhead

- PER CASE:
 - Records: Models, ceph, pano - About \$30.
 - Cost of 4 bands with tubes welded to them is about \$32
 - Set of metal brackets about \$80. Set of ceramic brackets cost about \$200.
 - Wires will cost \$20-30 per case
 - Will need bracket cement, organizers, some auxiliaries, and other incidentals - About \$20.
 - Retainers can be done in house for around \$20 including labor, or can sent to lab for about \$75.
 - Labor - Chair Time:
 - Records - 1 hour - \$20.
 - Consultation - 1 hour - \$20.
 - 4 hours Initial Banding - \$80
 - 2 year case: approx. 10 one hour service visits, Debanding and retainer delivery approx. 2 hours - \$240.
- TOTAL COST - \$627



POTENTIAL PROFIT

- Basic Orthodontic Case:
 - Income - \$4000
 - Expense- 627
 - Profit- \$3373
 - Chair Time 18 hrs
 - Per Hour \$187
- Typical One Hour Hygiene Appt. :
 - Income - \$150
 - Minus Labor - \$40
 - Minus Supplies - 5
 - Profit per hour - \$105



INITIAL INVESTMENT

- Wire Cutters: Good ones cost about \$100 each (get good wire cutters). You will need a wire cutter and a ligature cutter.
- Pliers can cost \$20-100 each depending upon which brand and which pliers. Less expensive pliers work fine, cost me about \$30 each. Need about 3 different pliers
- Bracket holders cost about \$15
- Camera with Macro (digital preferred) Max. \$1800
- Will need bracket cement, organizers, some auxiliaries, and other incidentals.



CEPHLOMETRIC X-RAY UNIT

- Can send patient to Wilson's Radiographic and they will take Ceph. They can bill you or patient.
- You can rent Pano/Ceph unit from the Panoramic Corporation. They charge you about \$20 every time you take x-ray. They also pay for upkeep on unit and supply you with film for this price. You can buy unit from them if you wish.
- You can buy a wall mounted ceph. unit to use with a normal wall mounted x-ray unit. Less than \$2000
- You can buy or lease a Panoramic unit with a Ceph. arm attachment.
- Consult with your dental equipment provider



OTHER CEPH OPTIONS

- ***Dolphin imaging***
 - Automatically traces and measures Ceph.
 - All dentist has to do is put anatomical points
 - Cost about \$3000 for software
 - Nice, but *Not needed*



INITIAL COST BREAKDOWN

• Cost of Course		\$14,000
• Armamentarium:		
– Set of Pre-formed Bands		\$ 250
– Set of Pre-formed Wires	400	
– Niti Wires		75
– 3 sets of Brackets		250
– Camera with Macro Lens		1800
– Cephalometric Unit		1800
– Pliers:		
• Large Wire Cutters		85
• Small Wire Cutters		85
• Distal End Cutters		85
• Bracket Holders X 2		30
• Mathieu Pliers		50
• Optical Pliers		50
• Arch-Forming Pliers		50
• Minum Pin Benders		10
• Howe Pliers		30
• Bird Beak Pliers		30
• Band Removers		30
• Band Seating Instrument	25	
TOTAL		\$19,135



RECOUPING COSTS

- Basic Orthodontic Case \$4,000
- Profit per Case 3,373
- 6 Ortho cases 20,238
- Initial Costs and Education 19,135

