



PRACTICE HEALTH SCORECARD

How Healthy Is Your Practice?

Rate your practice honestly on each of the 10 questions below. Circle or mark your answer, then total your score at the bottom to see where you stand.

Q1 | NEW PATIENT FLOW

How many new patients does your practice bring in each month?

☐	D — 1 pt	Fewer than 15 — struggling to fill the schedule
☐	C — 2 pts	15–30 — okay but inconsistent month to month
☐	B — 3 pts	30–50 — solid but room to grow
☐	A — 4 pts	50+ — consistent, reliable new patient pipeline

Q2 | MARKETING

Do you know your cost per new patient acquisition?

☐	D — 1 pt	No idea — we spend money but don't track results
☐	C — 2 pts	Roughly — a general sense but no hard number
☐	B — 3 pts	Yes — we track it but aren't sure if it's good
☐	A — 4 pts	Yes — we know our CPA and actively optimize it

Q3 | CASE ACCEPTANCE

What % of presented treatment gets scheduled and completed? (Benchmark: 85%+)

☐	D — 1 pt	Below 50% — a lot of treatment walks out unscheduled
☐	C — 2 pts	50–70% — lose too many to "I'll think about it"
☐	B — 3 pts	70–85% — good but room to improve
☐	A — 4 pts	85%+ — strong system, consistently close treatment



Q4 | SCHEDULING & OPERATIONS

How often does your hygiene schedule have same-day openings from cancellations?

☐	D — 1 pt	Daily — hygiene column has constant gaps
☐	C — 2 pts	Several times a week — recurring problem
☐	B — 3 pts	Once a week or so — manageable but annoying
☐	A — 4 pts	Rarely — strong recall and confirmation system

Q5 | ONLINE REPUTATION

How would you describe your Google review presence? (85% of patients check before booking)

☐	D — 1 pt	Under 50 reviews and/or below 4.0 stars
☐	C — 2 pts	50–100 reviews, 4.0–4.4 stars — decent
☐	B — 3 pts	100+ reviews, 4.5+ stars — strong but not actively managed
☐	A — 4 pts	100+ reviews, 4.7+ — actively request and respond

Q6 | MARKETING ROI

How satisfied are you with your current marketing agency or strategy?

☐	D — 1 pt	Very unsatisfied — spending money, seeing nothing
☐	C — 2 pts	Unsatisfied — some results, not worth what we're paying
☐	B — 3 pts	Neutral — seems to work but we can't measure it well
☐	A — 4 pts	Satisfied — clear ROI and a strategy that's working

Q7 | TEAM & PATIENT EXPERIENCE

How aligned is your front desk team on patient communication and scripts?

☐	D — 1 pt	Not aligned — everyone does their own thing
☐	C — 2 pts	Somewhat — rough guidelines but no formal system
☐	B — 3 pts	Mostly — scripts exist but no regular training
☐	A — 4 pts	Fully aligned — consistent scripts, regular training



Q8 | PATIENT RETENTION

What % of active patients return for recall on schedule? (Benchmark: 85%+)

☐	D — 1 pt	Below 60% — lose a lot between visits
☐	C — 2 pts	60–75% — okay but always chasing reactivation
☐	B — 3 pts	75–85% — good with occasional drop-off
☐	A — 4 pts	85%+ — strong recall system and high loyalty

Q9 | PRODUCTION & FINANCE

How consistently does your practice hit its monthly production goals?

☐	D — 1 pt	Rarely — production swings wildly, no clear goals
☐	C — 2 pts	Sometimes — hit goals less than half the time
☐	B — 3 pts	Often — hit goals most months with some dips
☐	A — 4 pts	Consistently — hit or exceed goals nearly every month

Q10 | GROWTH MINDSET

Do you have a written 90-day growth plan for your practice right now?

☐	D — 1 pt	No — we react to problems as they come up
☐	C — 2 pts	Sort of — loose goals but nothing documented
☐	B — 3 pts	Partially — plan exists but not reviewed regularly
☐	A — 4 pts	Yes — written, tracked, reviewed monthly



SCORING KEY — What Does Your Score Mean?

34–40

Thriving
Practice

Your practice is operating at a high level. Focus now is optimization — small improvements can mean significant revenue gains.

26–33

Growing
Practice

Solid foundations but clear gaps costing you patients and revenue. Targeted improvements in weak areas will have meaningful impact.

18–25

Developing
Practice

Real opportunities are being missed. With the right systems, you could see significant revenue growth within 60–90 days.

10–17

Needs
Attention

Significant room for improvement across multiple areas. The good news: these are all fixable problems with the right plan.

MY TOTAL SCORE _____ **out of 40**

MY GRADE _____

Ready to improve your score? Book a free 30-minute Discovery Call with Dental Practice Partners. We'll walk through your results together and identify your highest-leverage opportunities.

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