DENTAL PRACTICE PARTNERS

FREE CALCULATOR

New Patient *ROI Calculator*

See exactly what each new patient is worth — and how much your marketing investment should be returning.

MONTHLY NEW PATIENTS

How many new patients do you see per month on average?

30 patients/mo

AVG. FIRST-VISIT PRODUCTION

Average treatment value from a new patient's first appointment.

$350

PATIENT RETENTION RATE

% of new patients who return for ongoing care (industry avg: 65–75%).

65%

AVG. ANNUAL SPEND (RETURNING)

What a retained patient spends per year on average (hygiene + treatment).

$800

PATIENT LIFESPAN (YEARS)

How many years does a typical patient stay with your practice?

7 years

MONTHLY MARKETING SPEND

Total monthly spend on all marketing (ads, agency, SEO, etc).

$2,500

YOUR RESULTS

Lifetime value per new patient

$3,990

Monthly revenue from new patients

$11,800

Cost per new patient acquired

$83

Monthly marketing ROI

4.7x

Projected annual revenue from new patients this year

$141,600

How we calculate lifetime value

First visit production	$350
Retained patients (at your retention rate)	65%
Annual value of a retained patient	$800
× Patient lifespan	7 years
= Lifetime patient value	**$3,990**

Insight: Your numbers look healthy — a 4.7x ROI with an LTV of $3,990 per patient is a strong foundation. The next lever is usually increasing new patient volume or average case value. A consultation can identify your highest-leverage growth opportunity.

Want to Improve These Numbers?

A free 30-minute Discovery Call can identify exactly where your marketing ROI is leaking — and what to fix first.

Book My Free Discovery Call →