

# Full-Circle Endodontics

AN AGILE APPROACH TO COMPLETE ENDODONTIC CARE

For your practice to be profitable, your chairtime must equal \$600, or more, per hour.

Focusing on saving \$8 per pack of endodontic files is a “marginal” business focus—Which is like stepping over a dollar to pick-up a quarter. Marginal focuses have very little impact on your long-term strategies. When it comes to your endo strategies, your efforts are best focused on procedural efficiency, a system-based technique, insurance fee schedule awareness, and total endodontic component spending.



The long-term strategy for endodontic profitability starts here.



**\$576**  
Savings  
Marginal Savings Focus

If you perform 72 RCTs per year, use one pack of files per RCT, and save \$8 per pack of files, your annual savings is \$576.



“If I cut ties with dental insurance, I’d be cutting ties to 85% of my patient base!”

## Financial Considerations

- Single practitioner offices average 35-72 RCTs annually.
- Over 60% of GPs perform molar RCTs.
- More than 88% of practitioners accept at least one insurance PPO.
- In the local west and south metro areas, Delta Dental’s molar endo reimbursement fees range from \$735-\$836.
- In the local west metro, the following endodontic fee falls in the 75-90% percentile: Molar) \$1,159.
- In a local south metro suburb, the following endodontic fee falls in the 50% percentile: Molar) \$1,010.
- On average GPs spend 1.5 to 2 hours to complete molar endo. That time rises considerably for two appointment care.
- Dr. Gordon Christensen says in today’s economy to maintain practice operation and profitability, chairtime must be valued at \$600 per hour.
- Most dental offices don’t track endo insurance reimbursement rates closely.

**\$10,800**  
Additional Billing  
Long-Term Strategy Focus

If you perform 72 RCTs per year and reduce your chairtime by 15 minutes per molar RCT, your added profit per RCT is \$150 or \$10,800.00 annually.

And leads here, Full-Circle Endodontic Care.



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ENDO AUDIT

## According to Gordon Christensen, your chairtime value is \$600.00 per hour.

### Stop Ignoring Endodontic Profitability!

Define your true endodontic costs with an *Endo Audit*. While patient care remains the heart of dentistry, procedural profitability is required. Marginal endo gains (e.g. saving \$5 on a pack files) limits long-term focus, and undermines patient care, as well as procedural quality and profitability.

### What percentage is your practice fee for service versus Insurance-based?

1) What do you charge for anterior, bicuspid, and molar endo? What is your insurance reimbursement?

Insurance %

Fee %



2) How much time do you schedule for A, B, M endo?

3) How many endo vendors do you buy from?

4) What endo equipment do you own? What equipment do you use?

5) How much endo do you refer and how much endo do you retain? Why?

6) Do you like doing endo? Does your staff? Why?

7) When did you last take an endo course? What did you learn?

Important take aways and next steps —