

Financial Impact of Dental Assistants on the Dental Practice

As a dental leader, you know your dental team impacts your practice. But what is the financial impact of dental assistants on your practice? New research sheds light on the true value of dental assistants and the cost of open positions.

Dental assistants improve patient retention.

94% of dental leaders reported that dental assistants help improve patient retention.

Dental practices that support their dental assistants have improved bottom lines. The research found that dental practices that provided higher dental assistant wages also benefited from:

- Greater patient retention
- Higher dental assistant retention
- Increased estimated practice profitability



There are high costs to dental assistant turnover.

- **5 months** is the average time it takes a practice to hire and train a new dental assistant.
- **\$10,000** is the average cost to hire and train a new dental assistant.
- **\$21,000** of practice revenue is at-risk as a result of each open dental assistant position.

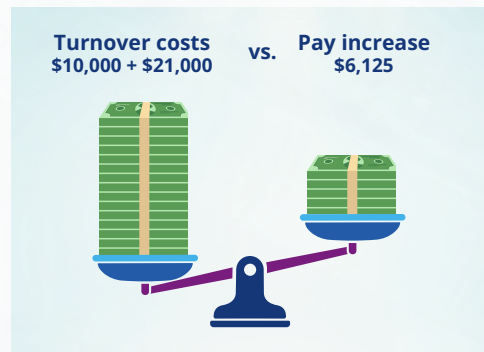
If the dental practice had an open dental assistant position for a full year, it could potentially lose nearly \$110,000 in revenue and incur \$30,000 to almost \$60,000 in additional labor cost due to other team members taking on additional tasks.

Raising assistants' pay can increase dental practice profitability.

Investing **\$6,125*** in your dental assistant could **save your practice more than \$30,000.**

Increasing a dental assistant's pay by 15% can help reduce turnover and result in cost savings and overall higher revenue. By increasing wages, dental practices can:

- Mitigate dental assistant turnover
- Reduce associated hiring and training costs
- Maintain productivity levels
- Preserve at-risk revenue
- And SAVE tens of thousands of dollars per year.



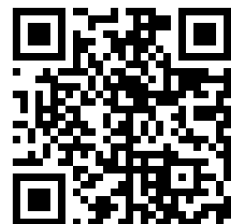
Calculate your practice's financial returns



Can you afford not to?

Use the retention calculator to evaluate the costs and returns based on your practice's financial data.

Go to: www.danb.org/financial-impact



*Based on offering a \$3.50 pay increase to a dental assistant working 35 hours per week for 50 weeks

About the research

This research was conducted by consulting firm Global Skills X-Change and with several partner organizations. Survey respondents included dentists, office managers, and practice administrators from every U.S. state, including urban and rural regions. More than 560 responses were received and analyzed, with a 95% confidence level and 5-6% margin of error.