FINANCIAL CONSIDERATIONS

“Show me the Money!”
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:**
  - 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