2026

Quarterly Insights Report – Quarter 2

ASCENT
ADMINISTRATOR SUPPORT COMMUNITY for ENT
Otolaryngology Resource Network

ksm
CPAs & Advisors

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Overview

Purpose

The purpose of the ASCENT Quarterly Insights Survey Report is to provide general benchmarking data to practices. Our goal is to provide relevant strategic insights and data regarding total practice statistics such as provider production, compensation, operating costs, and support staff specific to ENT practices and the related specialties often present in ENT practices.

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Methodology

Questionnaire Development: The ASCENT Quarterly Insights Survey questionnaire was developed by the healthcare consulting and accounting firm of Katz, Sapper & Miller (KSM) along with members of the ASCENT survey committee. Planning meetings are held by the committee quarterly to determine the scope and level of detail desired by the ultimate end-users of the survey results.

Questionnaire Distribution: The questionnaire was prepared through the web-based survey platform Qualtrics and was distributed via the ASCENT website and e-mail to the entire ASCENT membership.

Compilation of Results: Completed questionnaires for Q2 2026 were received from 50 practices during the time frame of April 14th – May 8th, 2026. Results were tabulated and compiled by KSM. Data is presented on a per full-time equivalent (FTE) provider basis where applicable. Results are presented in standard statistical formats and general demographic categories. Results were tabulated and compiled based on the data provided by the participants only. Data was not edited or revised, other than as described below (Data Editing). If data was unclear or incomplete, it was not included in the calculations.

Data Editing: We used a standard editing process to identify reporting errors and potential outliers in the data.

About ASCENT

ASCENT (Administrator Support Community for ENT) was founded in 1982 as the Association of Otolaryngology Administrators (AOA) and was later rebranded to ASCENT in 2019. The organization currently has approximately 1,000 members and continues to be the leader in otolaryngology practice management. ASCENT strives to serve its membership through successful resources and services offered while striving to keep pace with future opportunities. For more information, please visit askascent.com.

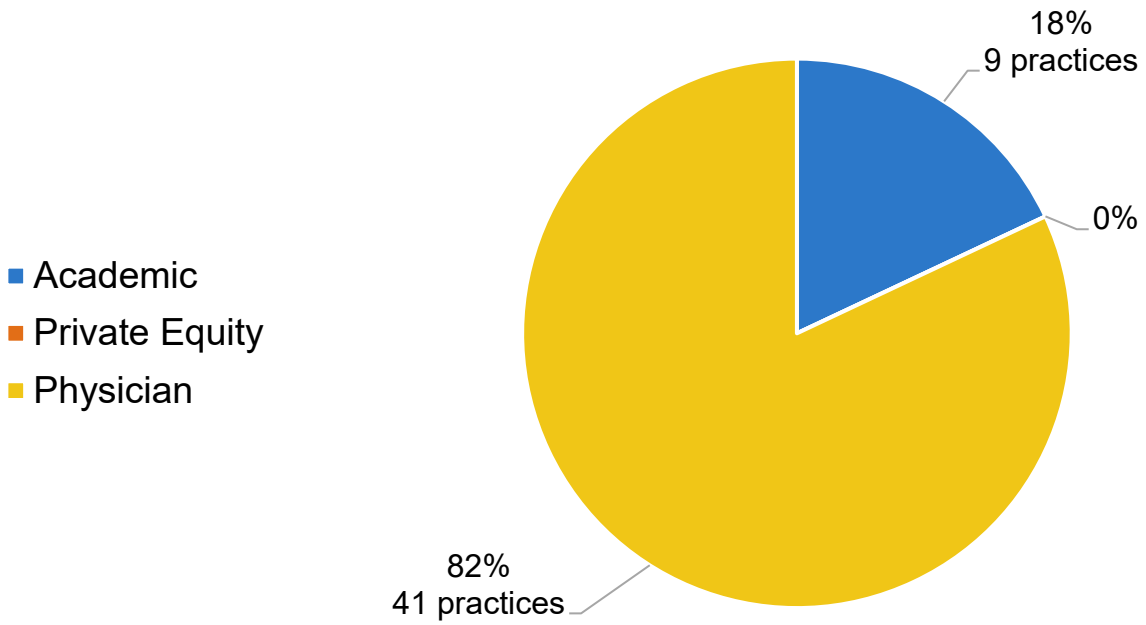
About KSM

KSM is a nationally recognized advisory, tax, and audit firm. Through our deep experience across multiple disciplines and industries, we leverage emerging technologies, combined with our people's differing perspectives, ingenuity, and creativity, to help our clients solve their most difficult challenges. With the healthcare industry in a constant state of flux, you can't afford to stand still. KSM helps healthcare organizations move confidently in the right direction – forward and ahead of the competition. Unmatched experience, customized client service, and a detailed knowledge of the dynamic healthcare business model have made KSM's Healthcare Consulting team a preferred provider for the complete spectrum of hospitals, physician groups, surgery centers, and healthcare management teams. more information, please visit ksmcpa.com/industries/healthcare.

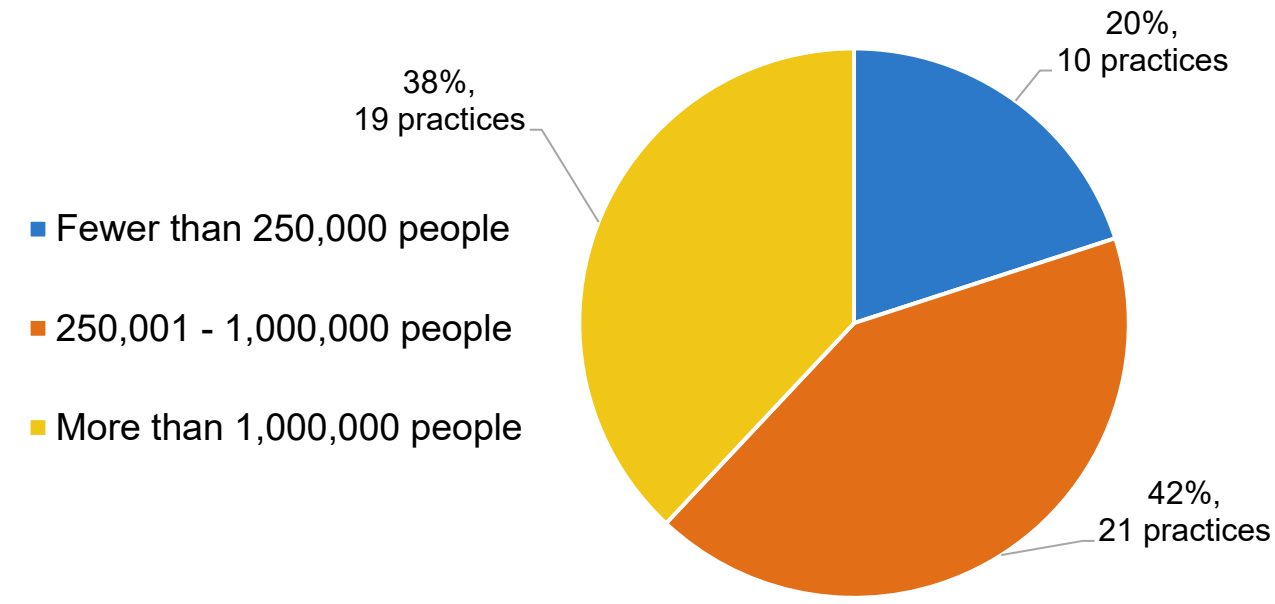
Practice Demographics

The following represent the respondent pool of 50 practices for the Q2 2026 Survey.

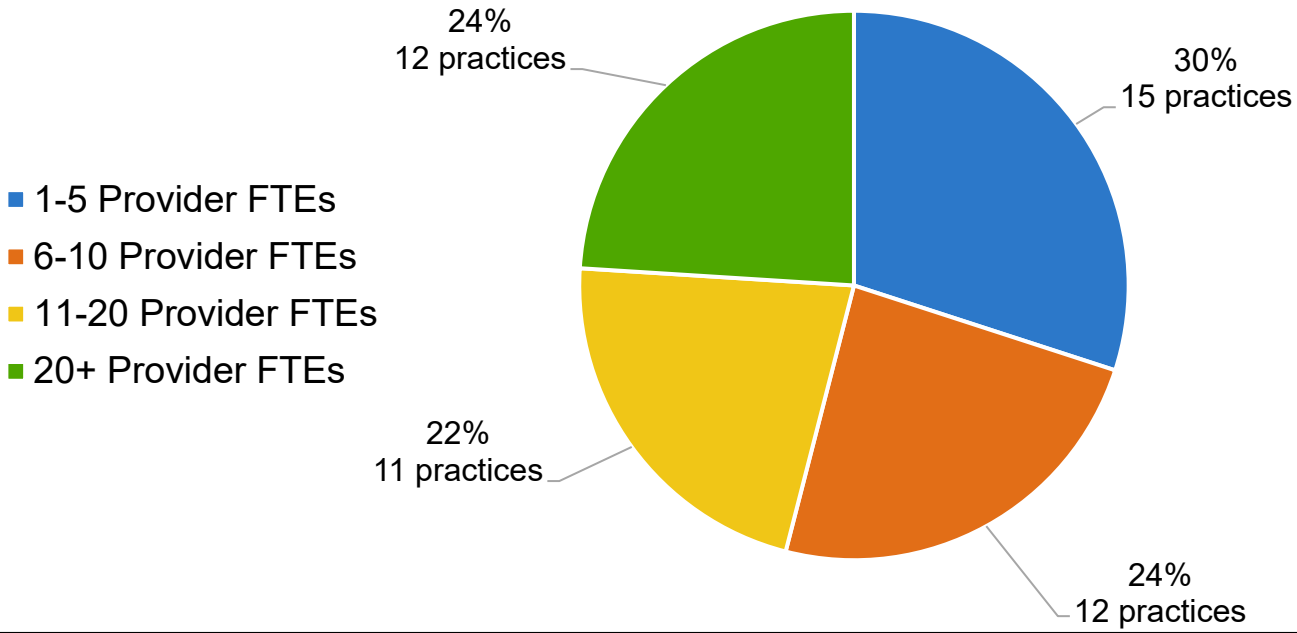
Practice Ownership



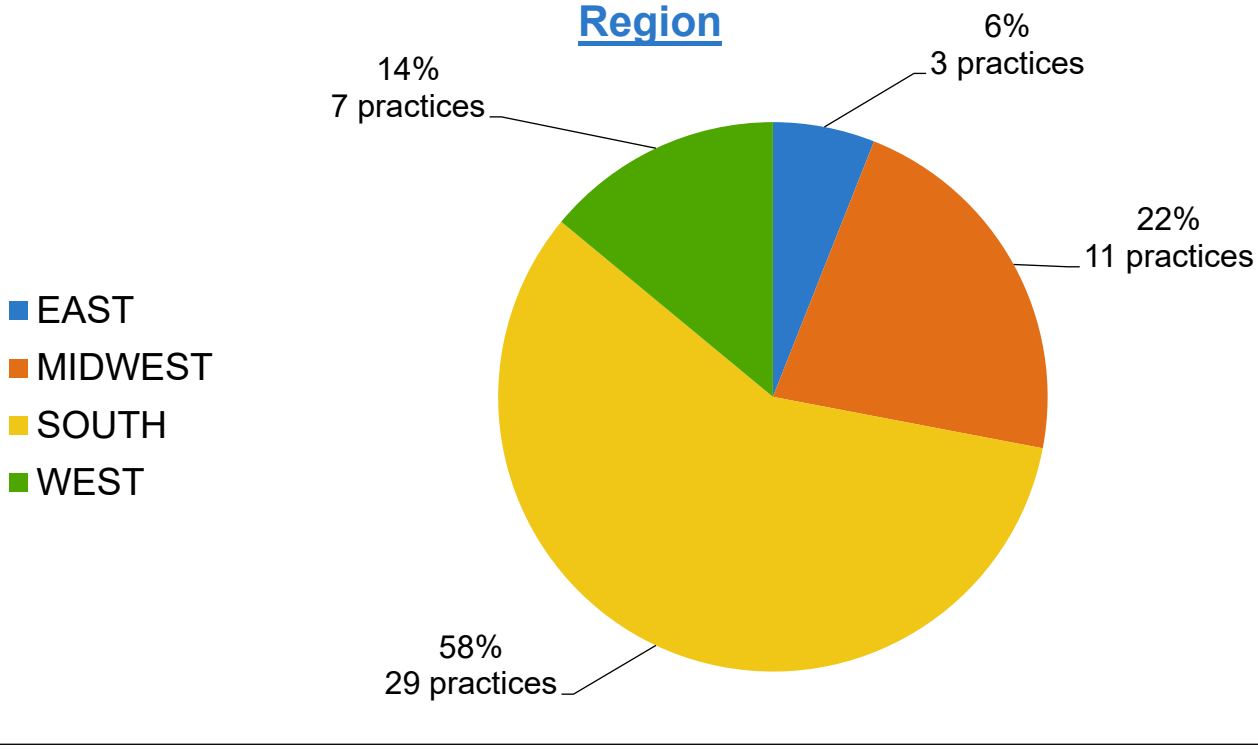
Metropolitan Area



Practice Size



Region



Geographic Classifications

Geographic classifications are consistent with those of the U.S. Census Bureau and were assigned based on the primary zip code provided for the practice.

EAST	MIDWEST	SOUTH	WEST
Connecticut	Illinois	Alabama	Alaska
Maine	Indiana	Arkansas	Arizona
Massachusetts	Iowa	Delaware	California
New Hampshire	Kansas	Washington, DC	Colorado
New Jersey	Michigan	Florida	Hawaii
New York	Minnesota	Georgia	Idaho
Pennsylvania	Missouri	Kentucky	Montana
Rhode Island	Nebraska	Louisiana	Nevada
Vermont	North Dakota	Maryland	New Mexico
	Ohio	Mississippi	Oregon
	South Dakota	North Carolina	Utah
	Wisconsin	Oklahoma	Washington
		South Carolina	Wyoming
		Tennessee	
		Texas	
		Virginia	
		West Virginia	

Ancillary Services

Overall

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services - Overall	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	50	94%	6%	50	2%	98%
Allergy Services	50	78%	22%	50	16%	84%
DME	50	6%	94%	50	2%	98%
In-office Procedures	50	94%	6%	50	4%	96%
Imaging	50	64%	36%	50	6%	94%
Sleep Medicine Services	50	52%	48%	50	14%	86%
Speech & Swallow Therapy	50	46%	54%	50	2%	98%
Retail / Cash-Pay Services	50	60%	40%	50	6%	94%
None of the Above	50	0%	100%	50	46%	54%
Other	50	0%	100%	50	14%	86%

Note: The first question speaks to whether a specific service is currently offered. For example, of the 50 practices, 6% (3 practices) answered "no" for Audiology & Hearing Services The second question speaks to whether the practice anticipates offering the ancillary service in the future. For example, of the 50 practices, 2% (1 practice) answered "yes" for Audiology & Hearing Services. In this example, the implication is that of the 3 practices that do not currently offer Audiology & Hearing Services, 1 of those practices intends to offer Audiology & Hearing Services in the future.

Practice Ownership

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services - Academic	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	9	100%	0%	9	0%	100%
Allergy Services	9	56%	44%	9	56%	44%
DME	9	11%	89%	9	0%	100%
In-office Procedures	9	89%	11%	9	11%	89%
Imaging	9	22%	78%	9	22%	78%
Sleep Medicine Services	9	100%	0%	9	0%	100%
Speech & Swallow Therapy	9	100%	0%	9	0%	100%
Retail / Cash-Pay Services	9	78%	22%	9	11%	89%
None of the Above	9	0%	100%	9	33%	67%
Other	9	0%	100%	9	0%	100%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – Physician	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	41	93%	7%	41	2%	98%
Allergy Services	41	85%	15%	41	10%	90%
DME	41	5%	95%	41	2%	98%
In-office Procedures	41	95%	5%	41	2%	98%
Imaging	41	73%	27%	41	2%	98%
Sleep Medicine Services	41	41%	59%	41	17%	83%
Speech & Swallow Therapy	41	34%	66%	41	2%	98%
Retail / Cash-Pay Services	41	56%	44%	41	5%	95%
None of the Above	41	0%	100%	41	49%	51%
Other	41	0%	100%	41	17%	83%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – Private Equity	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	0	-	-	0	-	-
Allergy Services	0	-	-	0	-	-
DME	0	-	-	0	-	-
In-office Procedures	0	-	-	0	-	-
Imaging	0	-	-	0	-	-
Sleep Medicine Services	0	-	-	0	-	-
Speech & Swallow Therapy	0	-	-	0	-	-
Retail / Cash-Pay Services	0	-	-	0	-	-
None of the Above	0	-	-	0	-	-
Other	0	-	-	0	-	-

Metropolitan Area

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – Fewer than 250,000 people	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	10	80%	20%	10	0%	100%
Allergy Services	10	80%	20%	10	20%	80%
DME	10	0%	100%	10	10%	90%
In-office Procedures	10	90%	10%	10	10%	90%
Imaging	10	60%	40%	10	10%	90%
Sleep Medicine Services	10	40%	60%	10	10%	90%
Speech & Swallow Therapy	10	10%	90%	10	0%	100%
Retail / Cash-Pay Services	10	60%	40%	10	10%	90%
None of the Above	10	0%	100%	10	50%	50%
Other	10	0%	100%	10	10%	90%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – 250,001 – 1,000,000 people	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	21	100%	0%	21	0%	100%
Allergy Services	21	76%	24%	21	19%	81%
DME	21	5%	95%	21	0%	100%
In-office Procedures	21	95%	5%	21	0%	100%
Imaging	21	71%	29%	21	0%	100%
Sleep Medicine Services	21	52%	48%	21	19%	81%
Speech & Swallow Therapy	21	43%	57%	21	5%	95%
Retail / Cash-Pay Services	21	67%	33%	21	5%	95%
None of the Above	21	0%	100%	21	48%	52%
Other	21	0%	100%	21	10%	90%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – More than 1,000,000 people	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	19	95%	5%	19	5%	95%
Allergy Services	19	79%	21%	19	11%	89%
DME	19	11%	89%	19	0%	100%
In-office Procedures	19	95%	5%	19	5%	95%
Imaging	19	58%	42%	19	11%	89%
Sleep Medicine Services	19	58%	42%	19	11%	89%
Speech & Swallow Therapy	19	68%	32%	19	0%	100%
Retail / Cash-Pay Services	19	53%	47%	19	5%	95%
None of the Above	19	0%	100%	19	42%	58%
Other	19	0%	100%	19	21%	79%

Practice Size

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – 1-5 FTE Providers	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	15	80%	20%	15	7%	93%
Allergy Services	15	80%	20%	15	13%	87%
DME	15	0%	100%	15	7%	93%
In-office Procedures	15	87%	13%	15	7%	93%
Imaging	15	47%	53%	15	7%	93%
Sleep Medicine Services	15	20%	80%	15	20%	80%
Speech & Swallow Therapy	15	13%	87%	15	0%	100%
Retail / Cash-Pay Services	15	53%	47%	15	0%	100%
None of the Above	15	0%	100%	15	47%	53%
Other	15	0%	100%	15	13%	87%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – 6-10 FTE Providers	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	12	100%	0%	12	0%	100%
Allergy Services	12	75%	25%	12	17%	83%
DME	12	17%	83%	12	0%	100%
In-office Procedures	12	100%	0%	12	0%	100%
Imaging	12	92%	8%	12	0%	100%
Sleep Medicine Services	12	50%	50%	12	8%	92%
Speech & Swallow Therapy	12	25%	75%	12	8%	92%
Retail / Cash-Pay Services	12	58%	42%	12	0%	10%
None of the Above	12	0%	100%	12	58%	42%
Other	12	0%	100%	12	17%	83%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – 11 – 20 FTE Providers	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	11	100%	0%	11	0%	100%
Allergy Services	11	91%	9%	11	0%	100%
DME	11	0%	100%	11	0%	100%
In-office Procedures	11	100%	0%	11	9%	91%
Imaging	11	64%	36%	11	0%	100%
Sleep Medicine Services	11	64%	36%	11	27%	73%
Speech & Swallow Therapy	11	55%	45%	11	0%	100%
Retail / Cash-Pay Services	11	55%	45%	11	18%	82%
None of the Above	11	0%	100%	11	27%	73%
Other	11	0%	100%	11	18%	82%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – 20+ FTE Providers	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	12	100%	0%	12	0%	100%
Allergy Services	12	67%	33%	12	33%	67%
DME	12	8%	92%	12	0%	100%
In-office Procedures	12	92%	8%	12	0%	100%
Imaging	12	58%	42%	12	17%	83%
Sleep Medicine Services	12	83%	17%	12	0%	100%
Speech & Swallow Therapy	12	100%	0%	12	0%	100%
Retail / Cash-Pay Services	12	75%	25%	12	8%	92%
None of the Above	12	0%	100%	12	50%	50%
Other	12	0%	100%	12	8%	92%

Region

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – East	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	3	100%	0%	3	0%	100%
Allergy Services	3	100%	0%	3	0%	100%
DME	3	0%	100%	3	0%	100%
In-office Procedures	3	100%	0%	3	0%	100%
Imaging	3	33%	67%	3	33%	67%
Sleep Medicine Services	3	67%	33%	3	0%	100%
Speech & Swallow Therapy	3	67%	33%	3	0%	100%
Retail / Cash-Pay Services	3	100%	0%	3	0%	100%
None of the Above	3	0%	100%	3	33%	67%
Other	3	0%	100%	3	33%	67%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – Midwest	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	11	100%	0%	11	0%	100%
Allergy Services	11	82%	18%	11	9%	91%
DME	11	0%	100%	11	0%	100%
In-office Procedures	11	91%	9%	11	0%	100%
Imaging	11	82%	18%	11	9%	91%
Sleep Medicine Services	11	36%	64%	11	18%	82%
Speech & Swallow Therapy	11	55%	45%	11	0%	100%
Retail / Cash-Pay Services	11	45%	55%	11	9%	91%
None of the Above	11	0%	100%	11	67%	33%
Other	11	0%	100%	11	0%	100%

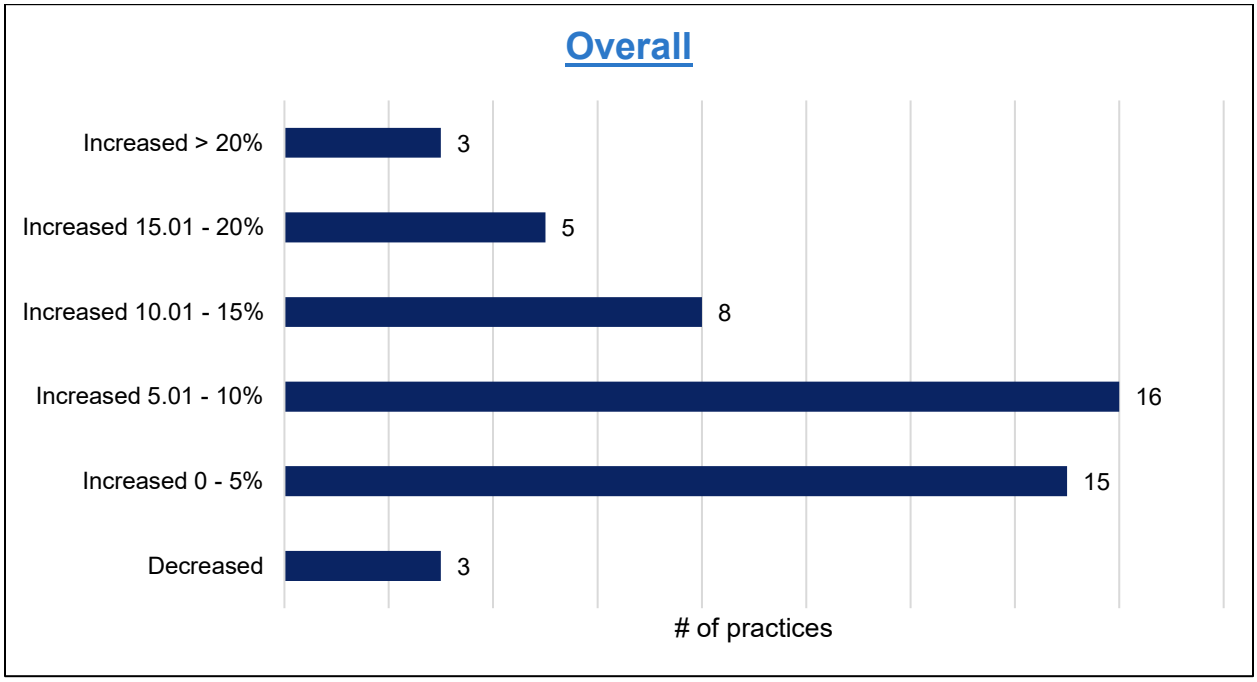
	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – South	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	29	93%	75%	29	3%	97%
Allergy Services	29	83%	17%	29	10%	80%
DME	29	10%	90%	29	3%	97%
In-office Procedures	29	93%	7%	29	7%	93%
Imaging	29	62%	38%	29	0%	100%
Sleep Medicine Services	29	55%	45%	29	14%	86%
Speech & Swallow Therapy	29	45%	55%	29	3%	97%
Retail / Cash-Pay Services	29	59%	41%	29	3%	97%
None of the Above	29	0%	100%	29	48%	52%
Other	29	0%	100%	29	17%	83%

	What types of ancillary services do you currently offer?			What types of ancillary services do you plan on offering in the future?		
Ancillary Services – West	**Practice Count**	**% Yes**	**% No**	**Practice Count**	**% Yes**	**% No**
Audiology & Hearing Services	7	86%	14%	7	0%	100%
Allergy Services	7	43%	57%	7	57%	43%
DME	7	0%	100%	7	0%	100%
In-office Procedures	7	100%	0%	7	0%	100%
Imaging	7	57%	43%	7	14%	86%
Sleep Medicine Services	7	57%	43%	7	14%	86%
Speech & Swallow Therapy	7	29%	71%	7	0%	100%
Retail / Cash-Pay Services	7	71%	29%	7	14%	86%
None of the Above	7	0%	100%	7	14%	86%
Other	7	0%	100%	7	14%	86%

Practice Operating Expenses

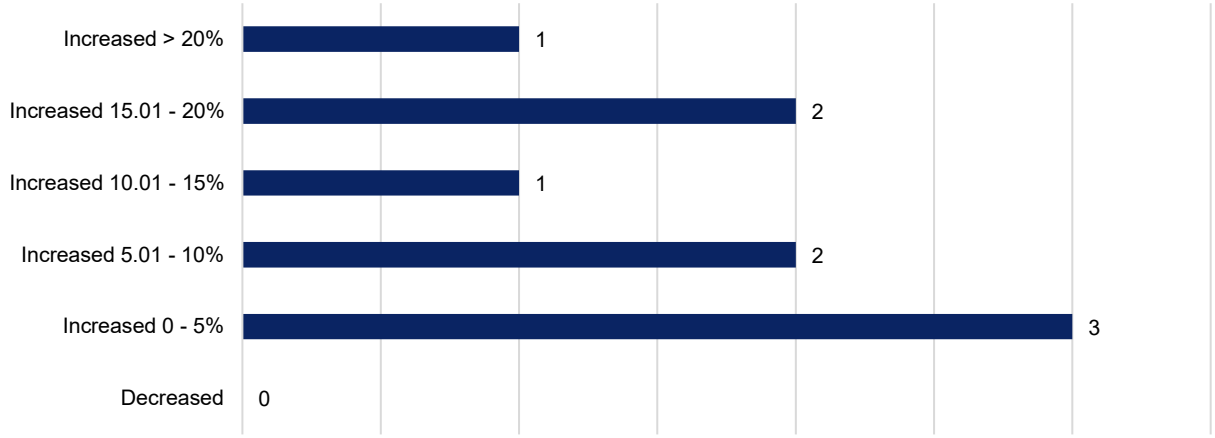
How much have your Total Practice Operating Expenses changed from 2024 to 2025?

Overall

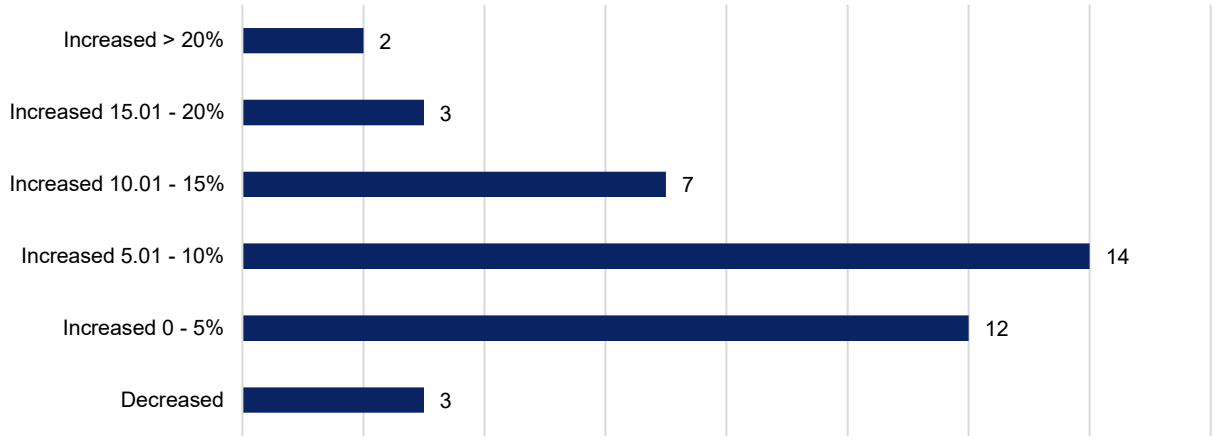


Practice Ownership

Academic



Physician

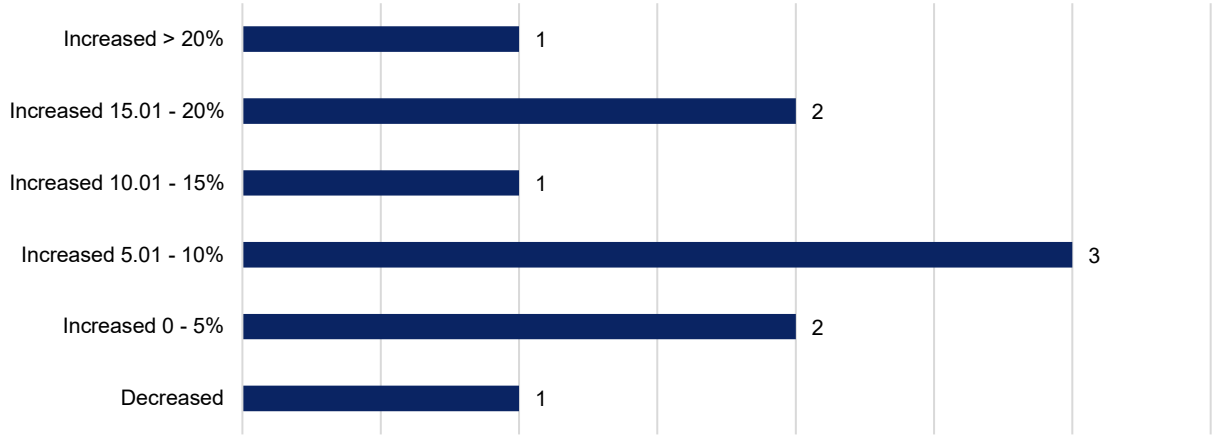


Private Equity

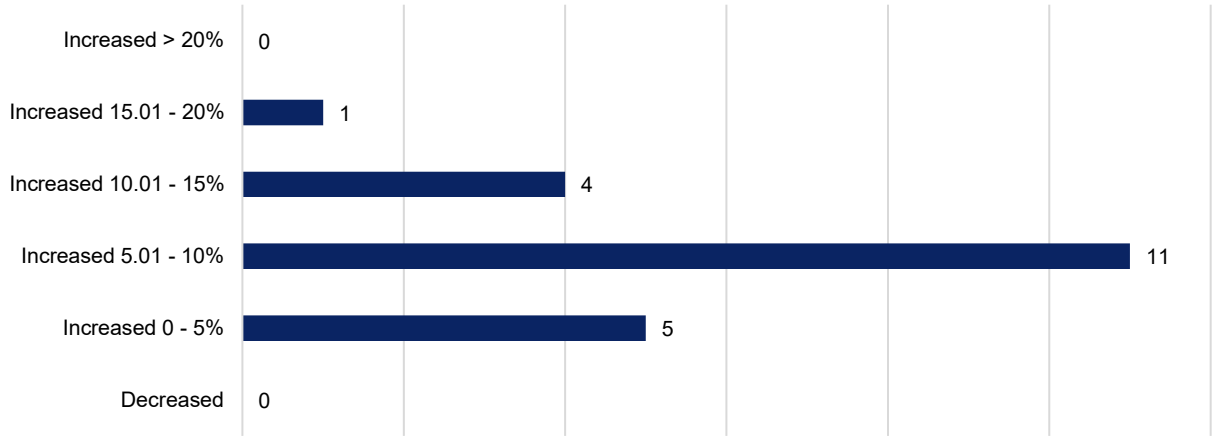


Metropolitan Area

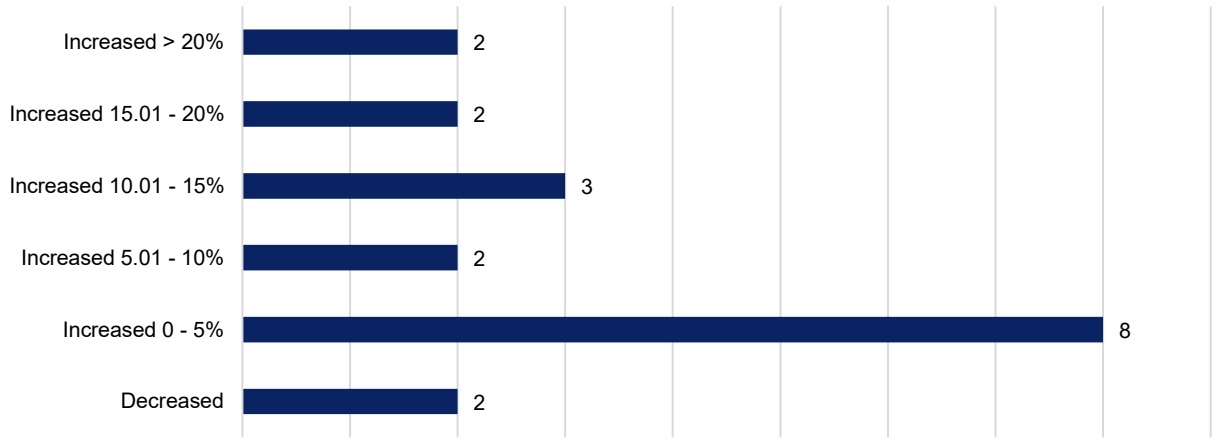
Fewer than 250,000 people



250,001 – 1,000,000 people

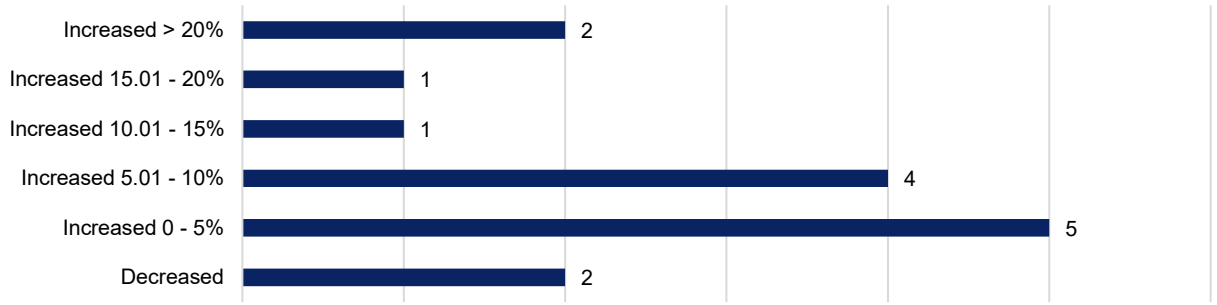


More than 1,000,000 people

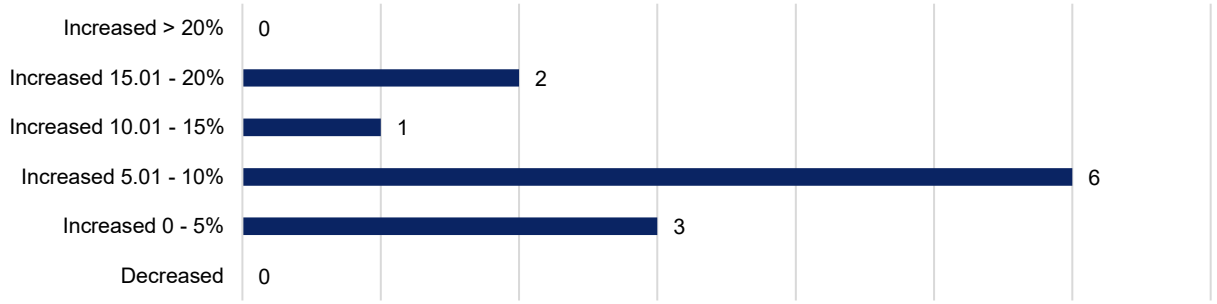


Practice Size

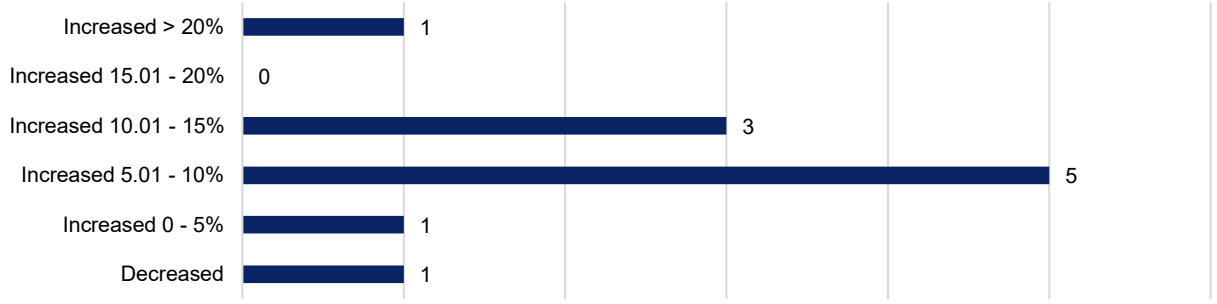
1-5 Provider FTEs



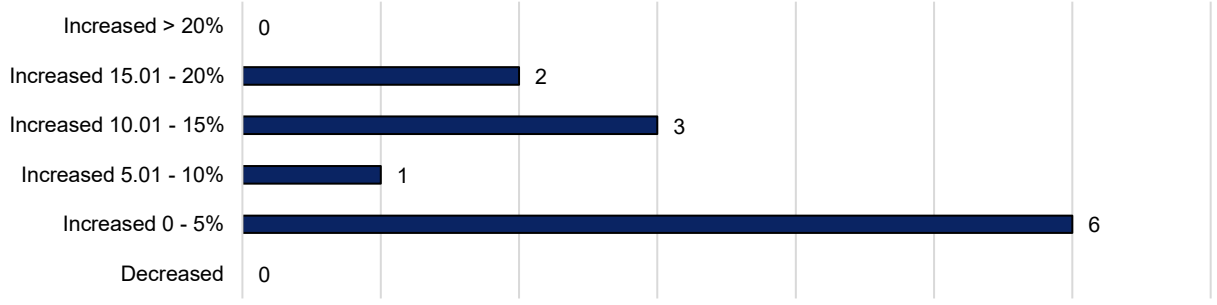
6-10 Provider FTEs



11-20 Provider FTEs



20+ Provider FTEs

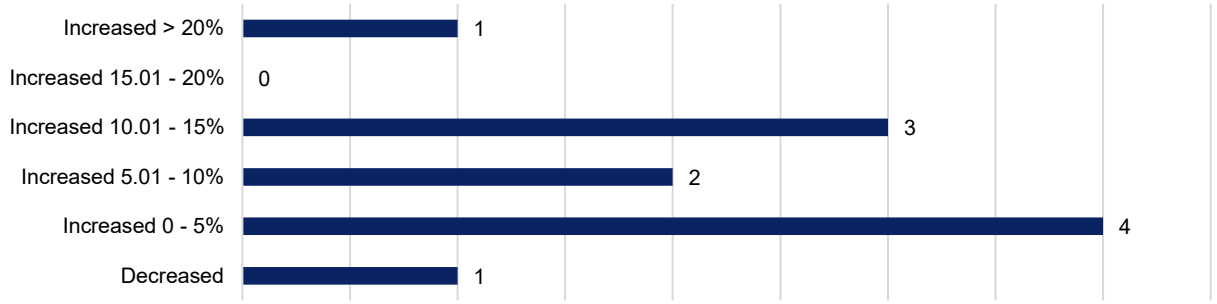


Region

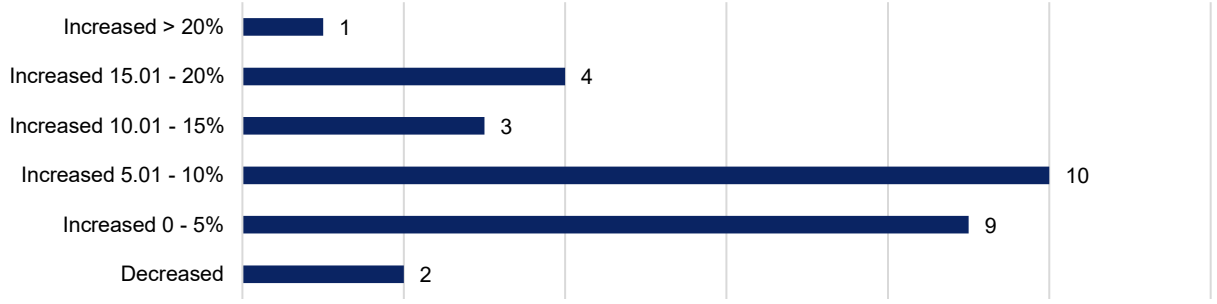
East



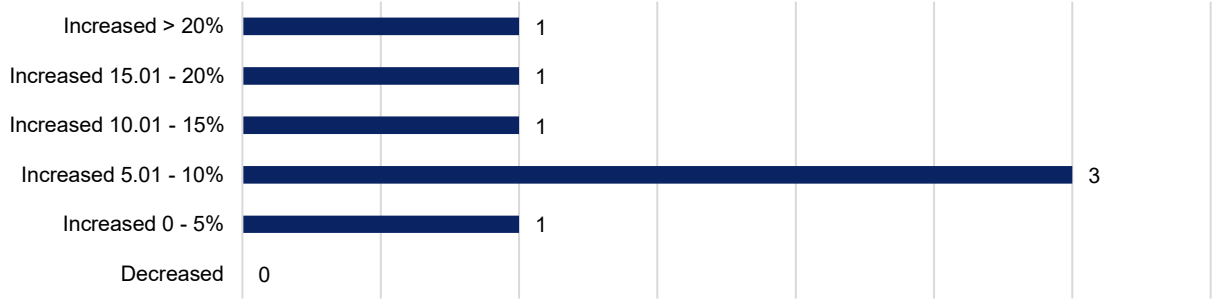
Midwest



South



West



Provider Recruiting and Partnership

How many open provider positions are you actively recruiting for?

Category	Practice Count	StDev	Mean	25th Percentile	Median	75th Percentile	90th Percentile
Overall	50	1.43	1.14	0.00	1.00	2.00	3.00
Practice Ownership							
Academic	9	2.27	2.44	1.00	1.00	4.00	4.60
Physician	41	0.95	0.85	0.00	1.00	2.00	2.00
Private Equity	0	ISD	ISD	ISD	ISD	ISD	ISD
Metropolitan Area							
Fewer than 250,000 people	10	1.33	0.80	0.00	0.00	1.50	2.20
250,000 – 1,000,000 people	21	1.71	1.48	0.00	1.00	2.00	3.00
More than 1,000,000 people	19	1.00	0.95	0.00	1.00	1.00	2.00
Practice Size							
1-5 Provider FTEs	15	0.81	0.47	0.00	0.00	1.00	1.00
6-10 Provider FTEs	12	0.92	0.75	0.00	0.00	2.00	2.00
11-20 Provider FTEs	11	1.23	1.45	0.50	1.00	2.00	3.00
20+ Provider FTEs	12	1.93	2.08	1.00	1.50	2.50	4.00
Region							
East	3	ISD	ISD	ISD	ISD	ISD	ISD
Midwest	11	1.34	1.18	0.00	1.00	2.00	3.00
South	29	1.50	0.97	0.00	0.00	1.00	2.00
West	7	1.29	1.43	0.50	1.00	2.00	2.80

How many years does a new provider have to work before being eligible for partnership / shareholder consideration?

Category	Practice Count	1 Year	2 Years	3 Years	4+ Years	Not Specified
Overall	50	20%	24%	8%	12%	36%
Practice Ownership						
Academic	9	0%	0%	0%	0%	100%
Physician	41	24%	29%	10%	15%	22%
Private Equity	0	ISD	ISD	ISD	ISD	ISD
Metropolitan Area						
Fewer than 250,000 people	10	40%	10%	0%	0%	50%
250,000 – 1,000,000 people	21	24%	24%	5%	19%	29%
More than 1,000,000 people	19	5%	32%	16%	11%	37%
Practice Size						
1-5 Provider FTEs	15	20%	20%	7%	7%	47%
6-10 Provider FTEs	12	42%	25%	17%	0%	17%
11-20 Provider FTEs	11	18%	36%	9%	18%	18%
20+ Provider FTEs	12	0%	17%	0%	25%	58%
Region						
East	3	ISD	ISD	ISD	ISD	ISD
Midwest	11	27%	45%	0%	9%	18%
South	29	14%	17%	14%	14%	41%
West	7	43%	14%	0%	0%	43%