The Perfect Place to Practice Orthodontics

BY SCOTT MCDONALD
(800) 424-6222

How Demographics Predict Success

1. Sufficient Population to Sustain Practice

2,000 12-to-18 year olds per orthodontist in a middle income area typical. Number is changing to 2,200+.
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2. Demographic Character Will Affect Practice Type

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1. Sufficient Population to Sustain Practice
2. Demographic Character Will Affect Practice Type
   Education, Ethnicity/Culture, Income, Housing Type

How Demographics Predict Success

1. Sufficient Population to Sustain Practice
2. Demographic Character Will Affect Practice Type
3. Value of Practice by Demographics
Key Indicators of Potential

- Economic Growth
- Population Growth
- Employment Growth
- Demographic Characteristics
- Psychographic Profile

Chicken and the Egg

EITHER
Find the demographic character of a population

OR
Find a place where the people have the characteristics you desire

Theory of Demographics & Market Segmentation

1. All populations are made up of better or worse "publics" when it comes to orthodoxy.
2. The differences between publics are identifiable by their demographic character. The past is irrelevant.
3. Messages that motivate some people will be ineffective in motivating others.
4. Media in which these messages are expressed will be more or less effective based upon the demographic character of the public.
5. Demographic character is better or worse on the aggregate level. This means some locations are better than others.
Right-to-Work States

Long-Term Demographic Trends
- Birthrate Decline
- Older Retirement Age
- America Still Growing
- Tax Rates Will Determine Market Potential
- Manufacturing Jobs Continue Decline
- Public Section Employee Revolution

Out on a Limb Predictions
- The ACA will force orthodontic practices to rethink insurance and funding mechanisms.
- Adult orthodontics will become a bigger percentage of your production.
- In practice transition, transferring "good will" will be more important than almost any other consideration.