

The Numbers Game: Buying or Start-up an Orthodontic Office

The systematic demographic
approach by
Scott McDonald



Determining which is a better deal:

Demographic Assumptions:

- Will area continue to grow & develop (thus supporting office space demand)?
- Will the demographic character of the population grow, shrink, or change?
- Will factors such as referral base, schools, retail, transportation accessibility, office visibility or employment change?



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Most Important:

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Purchase

- Less time in getting patient base
- Less time in getting referral base
- Fewer hassles with staff
- Reduced risk in production

Start-up

- Avoid someone else's mistakes
- Practice "Brand" reflects doctor
- Limitations on growth are often less
- Fee schedules match reality

Pros and Cons

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- Offices not always available for sale
- Retiring doctors often older than they once were
- Amounts requested not reasonable considering production
- Baby Bust is a reality

Pros and Cons

Key Factors in Orthodontic Site Selection

- 1. Accessibility
- 2. Visibility
- 3. Proximity



Contact Information

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