

Dental Optimizer™



Track your dental performance!

To get the most out of your investment in dental training and equipment, it's important to set goals and monitor your progress. The Midmark Dental Optimizer™ seamlessly integrates with your practice management software to help you measure and manage the success of your dental services.

INCLUDED FEATURES:

- **DENTISTRY REPORTS*** (highlighted below) – reference up to 24 months of practice data.
- **AUTOMATIC REMINDERS** – create, schedule and send to your clients.
- **INTEGRATION** – with AVImark®, Cornerstone®, ImproMed® and other popular systems.
- **TOTAL DENTAL REVENUE** – enhance reporting accuracy by capturing CORE (Comprehensive Oral and Radiographic Evaluation) procedure costs plus related services such as bloodwork, anesthesia, catheterization, fluids, pre-meds and home care.



Month	Days	Revenue	Expenses	Net	Profit	Margin	Productivity	Compliance
Apr-2023	30	\$12,500	\$1,500	\$11,000	\$1,500	12.5%	100%	100%
May-2023	31	\$13,000	\$1,600	\$11,400	\$1,600	13.0%	100%	100%
Jun-2023	30	\$12,800	\$1,550	\$11,250	\$1,550	12.8%	100%	100%
Jul-2023	31	\$13,200	\$1,650	\$11,550	\$1,650	13.2%	100%	100%
Aug-2023	31	\$13,500	\$1,700	\$11,800	\$1,700	13.5%	100%	100%
Sep-2023	30	\$13,000	\$1,600	\$11,400	\$1,600	13.0%	100%	100%
Oct-2023	31	\$13,500	\$1,700	\$11,800	\$1,700	13.5%	100%	100%
Nov-2023	30	\$13,000	\$1,600	\$11,400	\$1,600	13.0%	100%	100%
Dec-2023	31	\$13,500	\$1,700	\$11,800	\$1,700	13.5%	100%	100%
Jan-2024	31	\$13,500	\$1,700	\$11,800	\$1,700	13.5%	100%	100%
Feb-2024	28	\$13,000	\$1,600	\$11,400	\$1,600	13.0%	100%	100%
Mar-2024	31	\$13,500	\$1,700	\$11,800	\$1,700	13.5%	100%	100%
Total	365	\$130,000	\$16,000	\$114,000	\$16,000	13.0%	100%	100%

*REPORTING HIGHLIGHTS:

- **Tracking Report:** dental performance by month, with lookback data for benchmarking, baselining, goal tracking and compliance monitoring.
- **Monthly Production Detail:** dental performance by doctor, home care sales and invoice list by client. Compare dental revenue to overall practice revenue, or revenue segments by procedures, wellness exams, etc.

GROW YOUR DENTISTRY:

- **Fee Optimizer:** comparative dental procedure pricing in your zip code, with industry benchmarks.
- **Patients Now:** lists unscheduled CORE procedures for targeted reminders and education tips. Emails and texts can be sent from the software.

HOW IT WORKS:

Your authorized team members will have remote access to up-to-date practice data, directly from your practice information management system. Data is housed in a secure cloud server that is updated daily, enabling you to safely access your information, anywhere you have a secure internet connection.

