We’ve always been passionate about making customers happy, which is certainly a lot of fun. So in 2003, when we learned about Net Promoter Score, the one-question customer survey that’s gone on to become the world’s foremost system for calculating customer satisfaction, we were hooked.

Since then, we’ve asked over 2000 customers annually whether they would recommend Benco to a friend or colleague. Respondents are divided into three categories: promoters, neutrals, and detractors, with detractors offsetting promoters. The result is a score from 0 to 100, with 65+ considered world-class.

Turns out, Benco customers weren’t just satisfied, they were delighted: year after year, our NPS scores rival well-known companies like Apple, Amazon, and JetBlue.

But we didn’t stop there: we installed our most experienced executive, Chairman Larry Cohen, as our Chief Customer Advocate, assigned to assist customers in resolving issues. And we integrated Net Promoter Score into every bonus plan, top to bottom.

We’re still the only dental distributor to formally measure customer satisfaction. Where others report net income, we report Net Promoter Score. Because at Benco, customers trump profits.

The term itself conveys excellence: Top-20. Whether you’re talking about a supermodel or a classic song, landing in the top-20 means you’re best-of-the-best. In 2016, Benco was named to the list of ‘20 Best Workplaces in Health Care,’ compiled by the Great Place to Work Institute, and announced by Fortune magazine. Benco was recognized for its “close-knit work environment by prioritizing two-way communication and offering annual sharing for workers. Ninety-four percent of [Benco] employees say their workplace is a great atmosphere.”

A great workplace. It’s the foundation of world-class customer satisfaction.

YESTERDAY  

11.8% National Market Share*  

TODAY  

66.2 Net Promoter Score  

TOMORROW  

750+ visits to customer offices made by our leadership team on co-travels with sales/service reps, always asking, ‘How can we be better?’

For nearly four years, we added a question to our customer satisfaction surveys asking whether respondents would “recommend Benco to a friend or colleague.” The survey is similar to the one used by Apple, Amazon, and JetBlue.

The NPS score is calculated by subtracting the percentage of detractors from the percentage of promoters. The result is a score from 0 to 100, with 65+ considered world-class.

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YESTERDAY  

15%  

TODAY  

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TOMORROW  

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And what we do.
For the last eight decades, Benco has played a key role in advancing dentistry throughout the United States. From inventing the equipment specialist and dental designer (space planner) in the 1960s, to launching Bennett’s original off-grid tooth reward/Feast reward buyer clubs in the 1990s, to creating the first mobile app for delivering dental goods on-site, Benco has been dental’s most innovative marketer of dental supplies and equipment. It’s our way of helping to move dental care forward.

Our goal isn’t to win awards, impress pundits, or increase our bottom line. As a most innovative marketer of dental supplies and equipment, it’s our way of providing equipment and supplies that are better for the patient. We’ve grown from a small regional player into a nationwide company largely because of the ground-breaking ideas that we’ve brought to dentistry.

We’ve been selected than many top practices that implemented game-changing technology with Benco (3D, CBCT, OneVisit™ digital impressioning scanners/mills, or Solea lasers).

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Yesterday

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TODAY

66.2

Net Promoter Score

in which customers are asked, ‘Would you recommend Benco to a friend or colleague?’ Our score is similar to world-class companies like Apple, Amazon, and JetBlue.

11.8%

National Market Share*

for December 2016, up from 10.7% in January 2016, our biggest jump in over five years.

750+

visits to customer offices made by our leadership team on co-travels with sales/service reps, always asking, ‘How can we be better?’

TOMORROW

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A great workplace. It’s the foundation of world-class customer satisfaction.
Fifty years ago, the vast majority of dental practices were small operations, with only a handful of operatories. In rural towns, many practitioners had only one chair, and dentists generally worked alone.

Dentists bought equipment like they bought instruments: the dentist would talk to his sales rep, a generalist who handled everything from filling materials to x-rays, get a feel for what’s new, and then place an order.

But Chairman Larry Cohen saw that equipment was becoming more complex, and his customers needed more expertise to select equipment and lay out a dental office. So he hired dentistry’s first equipment specialist and dental designer—two different specialties, two different specialists.

Today, nearly 1000 equipment specialists help dentists across the country leverage complex equipment and technology. Dental designers bring the practitioner’s dreams to life. And at Benco, we still follow Chairman Larry’s original vision: equipment specialists never draw plans, a role reserved for our CenterPoint Design team.

Over six decades, dental equipment has advanced to heat/massage chairs and 3D CBCTs. And it couldn’t have happened without equipment specialists and dental designers, both invented at Benco.

2016 overall increase in sales, including 9.6% in equipment. 6.4% share of profits distributed to Benco associates, just one small way of saying “Thank you.”

“Most Influential People in Dentistry,” named in Benco’s Incisal Edge magazine, the first time any dental publication has attempted to quantify “influence.” Didn’t make the inaugural list? Stay tuned, there’s always next year.
At Benco, it's more than a tag line. It's who we are.
And what we've done.

For more than eight decades, Benco has played a key role in advancing dentistry throughout the United States. From inventing the equipment specialist and dental designer space-planner in the 1960s, to launching Benco's original post-filling rewarding/lifetime buyer club in the 1990s, to creating the first mobile app for ordering dental products, Benco has been dentistry's most innovation-minded, customer-focused source for dental supplies and equipment. It's our way of helping to move dental care forward.

Our goal isn't to win awards, impress peers, or increase our bottom line. As a private company, we have the luxury of not worrying too much about those things. At Benco, we innovate for one reason: to create a noticeably better customer experience. Our fresh ideas always come from asking: what does the customer want?

We've grown from a small regional player into a nationwide company largely because we're not intimidated by bigger players. Throughout this year's Annual Report, we've featured just a few of the ground-breaking ideas that we've brought to dentistry. Going forward, watch for us to launch revolutionary, inventory management tools, fresh methods for delivering dental care, and new products that make practices happen.

Because, after all these years, we're only getting started.

Richard Cohen & Charles Cohen, Managing Directors

lots of dentists talk about investing in their practice. In 2016, 470 of them started their journey by experiencing CenterPoint, dentistry's largest and most complete dental showsahow.

To help, we enlisted Dr. Tristan Honeycutt, one of a handful of practicing dentists who also owns in real estate, architecture, and as our office in residence. Dr. Hamilton overheard our two-day, CenterPoint Executive Design/build seminar, placing more emphasis on office design priorities like color, flow, and financing heavily on helping practitioners understand how office design can help improve the patient experience.

My hope, above all, it that the seminar lights the fire under each dentist to practice the same way ever again.

Hamilton says.

For more on 2016 dentists attended three seminars quarter-by-quarter, check out the schedule on page 1000+.
n the mid-1960s, Benco was just one of hundreds of small dental companies scattered across the country, each one limited to a service area of about 50 miles. Customer orders were delivered by the sales rep, or shipped via the Post Office’s inefficient parcel post service. These were the days before the interstate highway system was fully built, making travel difficult, especially from rural areas like Pennsylvania’s northeast corner.

Chairman Larry Cohen still remembers the day when a sales rep visited Benco’s new office/warehouse to introduce a faster, more reliable package delivery service called United Parcel Service. At the time, Larry thought, ‘How can a company compete with the Post Office?’

UPS, which had only recently expanded to the East Coast, offered faster delivery to a wider area, automatic return of undeliverable packages, and better documentation—at prices comparable to the Post Office.

Benco’s early embrace of UPS opened vast new markets to a company located over 100 miles from New York City and Philadelphia. Benco leveraged UPS’s capabilities to become the first U.S. dental distributor with a single warehouse serving a multi-state region. Some might call it great strategy, but the ever-humble Larry calls it ‘pure survival.’
23 new leaders added throughout the organization, including a VP of Sales, Chief Financial Officer, and six regional managers.

In 2016, OneVisit™ blossomed into 12,000 visits. And counting.

Every day, doctors across the country use Benco’s OneVisit solution, the nation’s leading open digital CAD/CAM solution, to produce thousands of restorations.

And OneVisit is only getting better. Last year, we launched three new digital impression scanners (including Mobile True Def by 3M™, the first tablet-based mobile unit, and Carestream’s highly rated CS 3600), two new blocks (including Glidewell’s BruxZir® Now, the first pre-sintered zirconia block for chairside milling), and Implant Concierge, a stress-free implant planning system.

Most importantly, we improved the OneVisit customer experience by adding specialized service techs across the country and upgrading our bench of in-house technical specialists.

“It’s been an amazing addition to our practice,” said Dr. Gordon McCarthy of Marietta, Ohio. “Patient reaction has been awesome, the staff really loves it, and it cut down on chair time.”

No other company offers OneVisit’s breadth, flexibility, or best-value pricing.

448 members of Elite Dental Alliance, dentistry’s newest group purchasing organization, launched by Cain Watters & Associates, dentistry’s premier financial services firm. EDA members receive discounts on their Benco purchases.

564 Benco customers who qualified for, and received, a lower pricing plan without asking, the centerpiece of Benco’s proactive, best-value Hug Pricing policy.

TOMORROW
Decades BG (Before Google), the fax machine defined cool when it came to communication. (For those under the age of 25, a fax was an early form of e-mail, in which a copy of a paper inserted into one machine would—presto!—print out of another machine. It was the 1980s, and we were amazed!)

For generations, dentists placed their supply orders via phone or sales rep. A fax would make everyone more productive: fewer phone calls, fewer mistakes, and more productive sales rep visits. The problem? Most dental offices didn’t have a fax machine, and dentists didn’t see the value of buying one.

Then came Chairman Larry Cohen’s key insight: Benco would become a fax dealer, provide a unit in exchange for a purchase commitment, and offer a 1½% discount on all fax orders. Customers loved it, because they received a fax machine, and an incentive to use it.

Thus was born dentistry’s first electronic ordering system. And we haven’t looked back: fax ordering inspired dentistry’s first Windows-based ordering system (named Painless®, of course, because it was). And Painless continues to set the standard: shopping lists, bar code readers, real-time inventory information, and mobile versions.

For over 30 years, starting with the lowly fax machine, Benco has been dentistry’s leader in e-ordering. Last year, over 54% of our consumable orders came directly from customers using Painless, far higher than any other dental distributor. We still get a few faxes, too.
148,000 equipment repairs and installations completed by our expert repair technicians. Surveys show that 83% of those customers would recommend our team to a colleague.

960,000 orders processed by our five distribution centers, with fewer than 4.8 errors per 10,000 lines picked.

TOMORROW

Our Concierge Free Goods system, which delivered over $37 million in products to customers last year, is a ‘life hack’ for a dental practice, a trick that increases productivity. (The term ‘life hack’ was popularized by computer programmers looking for crazy, production-accelerating shortcuts.) Benco customers achieve significantly more value from manufacturer ‘buy-get’ offers because of our integrated workflow...

Step 1: Our team logs thousands of manufacturer offers in our tracking system.

Step 2: When a customer orders a ‘buy-get’ item through Painless, the deal pops up in a dialogue box, allowing for a real-time decision: should I buy a little more? or pass?

Step 3: Our team handles all ‘buy-get’ redemptions, hassle-free. Free product either arrives with the order, or follows later from the manufacturer, thanks to paperwork submitted by the customer’s Friendly Benco Rep. And our system tracks all offers, ensuring customers receive the rewards they’ve earned.

It’s why only Benco can guarantee that Painless customers will earn more than 5% in free product rewards annually.
Dr. Ed Rossomando had a dream: that one day, at dental schools across the nation, students and professors, manufacturers and distributors, would join hands to integrate the newest dental innovations into the curriculum.

Traditionally, dental schools haven’t been open to new technologies. A decade ago, one dean observed, ‘It’s easier to move a cemetery than to change a [dental school] curriculum.’ Generations of long-suffering students, required to learn outdated techniques, would no doubt agree.

In the early 2000s, Rossomando, professor at the UConn School of Dental Medicine, corralled several dental companies, including Benco, into joining a curriculum task force.

The group’s strategy: **open a 5-to-7 operatory technology center in each dental school.** Students and professors rotate through the new private practice-like clinic, gaining hands-on experience. Schools integrate new techniques, like digital impressioning, into the curriculum. And manufacturers garner live-time user feedback.

The first Center for Research in Education and Technology (CRET) opened at Loma Linda School of Dental Medicine in 2012, a second at University of Missouri at Kansas City several years later, and two more are on the way. Early feedback is promising.

**Changing dental education, one technology center at a time.** An innovation in which Benco is proud to play a founding role.
$144,000 donations of free product to support dental missions and organizations offering dental care to those in need, including 325,000 Pro-Sys® toothbrushes through our innovative ‘Buy-One-Give-One’ program.

261 life-changing surgeries completed on seven missions to developing countries by Global Smiles Foundation, using products donated by Benco Family Foundation.

4,120 students receiving a clever orange lunchbox of oral health education, thanks in part to a Benco Family Foundation grant.

TOMORROW

Improving access to dental care tomorrow requires engaging high school students in dental careers today.

That’s why the Benco Family Foundation has partnered with CF Charities on an innovative dental mentoring program for high schoolers in under-served communities. The focus: connect science-oriented students to dental professionals who will introduce them to career opportunities in dentistry.

The program, which was also funded by a grant from the Dental Trade Alliance Foundation, is in the early stages—exactly when the BFF likes to get involved—in Baltimore and Philadelphia. The initial goal is to introduce 150 students to the possibilities of a career in dentistry. And the satisfaction of serving patients.
At Benco, it’s more than a tag line. It’s who we are.

And what we’ve done.

For more than eight decades, Benco has played a key role in advancing dentistry throughout the United States. From inventing the equipment specialist and dental designer space (patented in the 1940s), to launching dentistry’s original and still most rewarding frequent designer (space planner) in the 1960s, to launching Benco CenterPoint, dentistry’s largest and most complete dental showrooms.

Lots of dentists talk about investing in their practice. In 2016, 40% of them started their journey by experiencing CenterPoint, dentistry’s largest and most complete dental showrooms.

To help, we enlisted Dr. Tristan Hamilton, one of a handful of practicing dentists who are also formally trained architects, as our technical consultant. Dr. Hamilton oversaw our two-day “Centerrific Experience” design/build seminars, where dentists are taught to create a more efficient practice. A new sales rep and service techs are trained to help you install, service, and maintain Benco’s most significant expansion in a decade.

The Benco Difference

3,000+ Benco’s most significant expansion in a decade.

Benco grew to its current position, making Benco more selective than many top universities.

755+ More than eight decades, Benco has played a key role in advancing dentistry throughout the United States.

189+ Dentistry’s largest and most complete dental showrooms.

1000+ Lots of dentists talk about investing in their practice. In 2016, 40% of them started their journey by experiencing CenterPoint, dentistry’s largest and most complete dental showrooms.

2016+ For 2016, 40% of them started their journey by experiencing CenterPoint, dentistry’s largest and most complete dental showrooms.

30+ Dentistry’s largest and most complete dental showrooms.

200+ Dentistry’s largest and most complete dental showrooms.

Benco’s most significant expansion in a decade.

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15% from year to year in the fuel efficiency of our service fleet, from 18.4 to 21.2 mpg. We recycle too, in every Benco location, from paper to plastic to the cardboard boxes used to ship products.

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