

establishing a dental practice

Establishing your own dental practice may be easier than you think, especially if you take it one day at a time. Use this outline as a guide to help you break down the procedure into manageable steps. Along the way, be sure to take advantage of the many resources available through Benco to help you.

Ask your Friendly Benco Rep for information.

9-12 Months Before Office Opening

- Evaluate your personal financial position.
- Identify your personal goals and preferences for a practice.
- Develop a personal budget.
- Evaluate potential practice alternatives in relation to your personal goals, preferences, and needs.
- Develop a philosophy of practice.
- Conduct a preliminary appraisal of communities and a demographic analysis.
- Evaluate alternative locations within the community.
- Finalize the selection of a city/ community.
- Review leases with attorney.
- Confirm that the location meets all zoning requirements.

8 Months Before Office Opening

- Work with Benco Practice Transitions to determine your brokerage needs, if any.
- Select an attorney and a certified public accountant.
- Conduct a preliminary appraisal of practice locations.
- Select site.
- Obtain estimates for remodeling.
- Obtain, review, negotiate, and sign the lease with the assistance of an attorney or lease negotiator.
- Develop space plan, equipment layout, including instrument cassettes and work with your Benco Dental Equipment Specialist and CenterPoint Design team.
- Develop a list of major equipment needed with the help and expertise of your Benco Equipment Specialist.
- Determine a desired delivery system.

7 Months Before Office Opening

- Apply for a loan.
- Develop a preliminary loan package with the help of your lender who should provide you with a checklist to make the process smooth.
- Engage one to three contractors to provide pricing of improvement. Utilize them to provide savings and ideas.
- Research & visit lending institutions to determine their general willingness to lend money to new dentists.
- Speak with your Benco equipment specialist regarding funding services through Clarion Financial.

6 Months Before Office Opening

- Finalize the loan package.
- Finalize and approve floor plan and develop finishes with CenterPoint Design team.
- Begin the development of an office policy and procedure manual.
- Determine the hours of operation for your practice.
- Bring in a coaching company to help you with credentialing and researching insurance programs.

5 Months Before Office Opening

- Finalize interior finishes and issue drawing for bidding.
- Call Benco Dental to open an account and select your dental equipment, including an instrument management system (IMS).
- Solicit bids on leasehold improvements from contractors, including dates for completion.
- Select record keeping and business management software.
- Continue the development of the office policy and procedures manual.

4 Months Before Office Opening

- Sign the contract for leasehold improvements contingent on passing boards if that is a factor in obtaining financing.
- Place orders for all major equipment and dental supplies contingent on passing boards and obtaining financing.
- Review and evaluate telephone and answering systems.
- Continue the development of the office policy and procedures manual.
- Review available patient management software
- Review the state dental act and codes of ethics.
- Review personnel needs.
- Determine which insurance companies you want to work with and begin the credentialing process.
- Obtain provider numbers (Medicaid, Delta or service corporation).
- Get telephone listing.
- Create and launch a website.

3 Months Before Office Opening

- Begin on-site monitoring of contractor's progress on leasehold improvements.
- Apply for state, county, city, or township professional or occupational licenses and a business permit, if required.
- Apply for federal, state, and local tax numbers.
- Confirm all equipment and supply orders.
- Explore hospital facilities and apply for staff privileges.
- Review requirements for unemployment and workmen's compensation insurance and complete necessary forms.

- Develop a marketing plan for your practice.
- Make arrangements for the installation of utilities.
- Arrange for a telephone number and a listing in the telephone book as soon as a location is secured.
- Order and install a computer system, patient management software, stationary, business cards, prescription pads, and other office supplies.
- Finalize the development of the office policy and procedures manual.
- Determine the number and type of personnel to be hired.
- Apply for local, state, and national dental society memberships.
- Meet with a CPA or financial planner to develop your personal budget and draw requirements.
- Meet with a CPA or financial planner to develop your projected first year business budget planted first-year business budget plan.
- Speak with an insurance professional to determine what is needed and how the policies can be structured.

2 Months Before Office Opening

- Finalize your recruitment strategy and place advertisements for personnel with Practice GPS.
- Complete your fee schedule and payment policies.
- Explore laboratory options and make arrangements for laboratory work.
- Explore pharmacy options and make arrangements for pharmacy services needed.
- Explore janitorial service options and make arrangements for services needed.
- Arrange for maintenance service.

- Arrange for uniform and linen service.
- Join a local credit bureau.
- Make credit card arrangements.
- Decide to which specialists you will refer various patients.

1 Month Before Office Opening

- Monitor the contractor's progress on leasehold improvements.
- Compile open order and set up inventory for supplies.
- Install and use Painless®, Benco's online ordering system.
- Complete installation of equipment.
- Hire and train office personnel.
- Complete IRS and other required forms for personnel.
- Bond personnel.
- Inspect all work done by contractors.
- Test all equipment and systems.
- Place office opening announcements in selected publications and on your website.
- Send office opening announcements to selected individuals.
- Arrange for the inspection of the office by required city or county officials.

Office Opening Date

Hold an open house!

Open your office for business.

Monitor all systems.

Analyze all aspects of your practice and make modifications as needed.

Checklist for New Office Setup

TREATMENT ROOM EQUIPMENT

- ☐ Chairs
- ☐ Dental Furniture/Cabinetry
- ☐ Digital Impression Scanner
- ☐ Delivery Units
- ☐ Intraoral X-ray
- ☐ Intraoral camera
- ☐ Lights
- ☐ Monitors & Mounts
- ☐ Stools
- ☐ Workstation(s)

STERILIZATION AREA

- ☐ Handpiece Cleaner
- ☐ Instrument Cassettes
- ☐ Instrument Washer
- ☐ Procedural Tubs
- ☐ Proper separation as per the CDC Guidelines
- ☐ Proper waste receptacles inc. sharps container
- ☐ Sterilization Cabinetry
- ☐ Sterilizers/Autoclaves
- ☐ Sterile prep area
- ☐ Sterile storage area
- ☐ Ultrasonic cleaners

HYGIENE ROOM

- ☐ Chairs
- ☐ Delivery units
- ☐ Dental furniture/cabinetry
- ☐ Intraoral x-ray
- ☐ Workstation and monitor

IMAGING AREA

- ☐ Lead shield (if applicable)
- ☐ Panoramic x-ray unit or Pan/ceph x-ray unit
- ☐ Sensors
- ☐ 3D Cone Beam
- ☐ 3D cone beam
- ☐ Digital imaging systems

LABORATORY

- ☐ 3D Printer
- ☐ Lathe & hoods
- ☐ Model trimmer
- ☐ Plaster bin

- ☐ Plaster trap
- ☐ Vacuum forming machines
- ☐ Vibrator

MECHANICAL ROOM

- ☐ Air compressor
- ☐ Boost transformer
- ☐ Control panel
- ☐ Nitrous Oxide
- ☐ Vacuum
- ☐ Water manifold and filter
- ☐ Amalgam separator

CYLINDER ROOM

- ☐ Alarm system
- ☐ Manifold system
- ☐ Nitrous oxide

SMALL EQUIPMENT

- ☐ Curing lights
- ☐ Fiber optic systems
- ☐ Handpiece systems (high, low, electrical, etc.)
- ☐ Instrument cassettes
- ☐ Air/prophy polisher
- ☐ Ultrasonic scaler or piezo scaler

MISCELLANEOUS

- ☐ AED
- ☐ Analgesia units
- ☐ Data Backup Solutions
- ☐ Antivirus Software
- ☐ Computers & Accessories
- ☐ Server
- ☐ Server Cabinet or Room
- ☐ Vital Sign Monitors
- ☐ Hard/soft tissue laser

WELCOMING AREA

- ☐ Task chairs
- ☐ Beverage station
- ☐ Reception chairs
- ☐ Check-in desk
- ☐ Side tables

Small Equipment Checklist

Category	Must Have?	How Many?	Comments / Recommendations
Alginator	Optional	1 per office	Helpful if doing many impressions.
Amalgamator	If using alloy	1 per op	More expensive units are normally quieter and have electronic timers.
Apex Locator	Optional	1 per op	Reduces patient exposure to X-rays to check the apex of the tooth.
Autoclave: Cylinder chamber	Must have	1 per office	Size will depend on how many operatories and how many instruments or cassettes are being processed at a time but should be at least a 10" chamber. Can be manual or automatic computer controlled.
Autoclave: Statim cassette type	Optional	1 per office	Sterilizes unwrapped instruments in 7 minutes. For instrument sterilization in open view of the patient.
Power Scalers	Optional	1 per op	Scaling tip vibrates, reduces most hand scaling. (Magnetostrictive and/or Piezoelectric)
Clean Water Systems	Must have	1 per chair	Allows for water lines to be cleaned and maintained to eliminate biofilm.
Curing Light	Must have	1 per op	Look for LEDS that cure anywhere from 1 - 20 seconds
Curing Light Tester	Optional	1 per office	Tests efficiency of curing light.
Fiber Optics	Optional	1 per op	A worthwhile investment for a start-up practice.
Handpiece: High Speed	Must have	2 to 3 per op	Look for lightweight, ergonomically designed model & high torque.
Handpiece: Low Speed	Must have	1 per op	Look for lightweight, ergonomically designed model.
Handpiece Maintenance System	Optional	1 in the sterilization room	Extends the life of your handpieces.
Automatic Impression Material Mixer/Dispenser	Optional	1 per op	Saves time by mixing a consistent impression each time.
Air Polisher	Optional	1 per op	Cleans stains without touching the tooth surface.
Pulp Tester	Optional	1 per op	Tests pulp vitality electrically.
Ultrasonic Cleaner	Must have	1 to 2 per office	Eliminates hand scrubbing by electronically cleaning instruments in an ultrasonic bath. Should be at least 2.5 to 3 gallon. Check size if using cassettes.
Instrument Washer	Optional	1 to 2 per office	Effective way to clean instruments before sterilization.