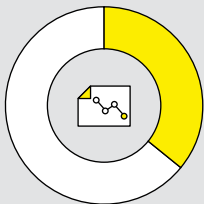


How are dental practices responding to the changing drivers of practice performance?

The latest CommBank Dental Insights in partnership with the Australian Dental Association explores the operational, financial and market trends that practices are navigating. It highlights the top strategic responses to the forces reshaping practices in a post-pandemic era*.

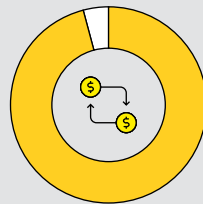
Shifting practice economics

Amid fewer patient visits, just over one-third of dental practices report lower revenues than before the pandemic. Revenues for regional practices appear to be normalising faster than their metropolitan peers, highlighting the multi-speed nature of the ongoing recovery.



36%

report lower revenues than pre-pandemic, while 41% say they have normalised

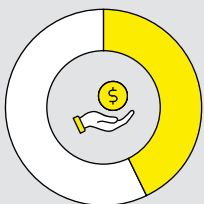


96%

of practices report that costs have risen in the past 12 months

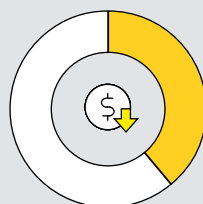
Cautious optimism emerging

Most practices are at least moderately confident in business conditions in the year ahead, with revenue and patient appointment volumes expected to improve for some. However, with a mixed outlook and operating costs set to rise further for most practices, margins remain under pressure.



43%

expect higher revenues in the year ahead, and 86% believe costs will increase

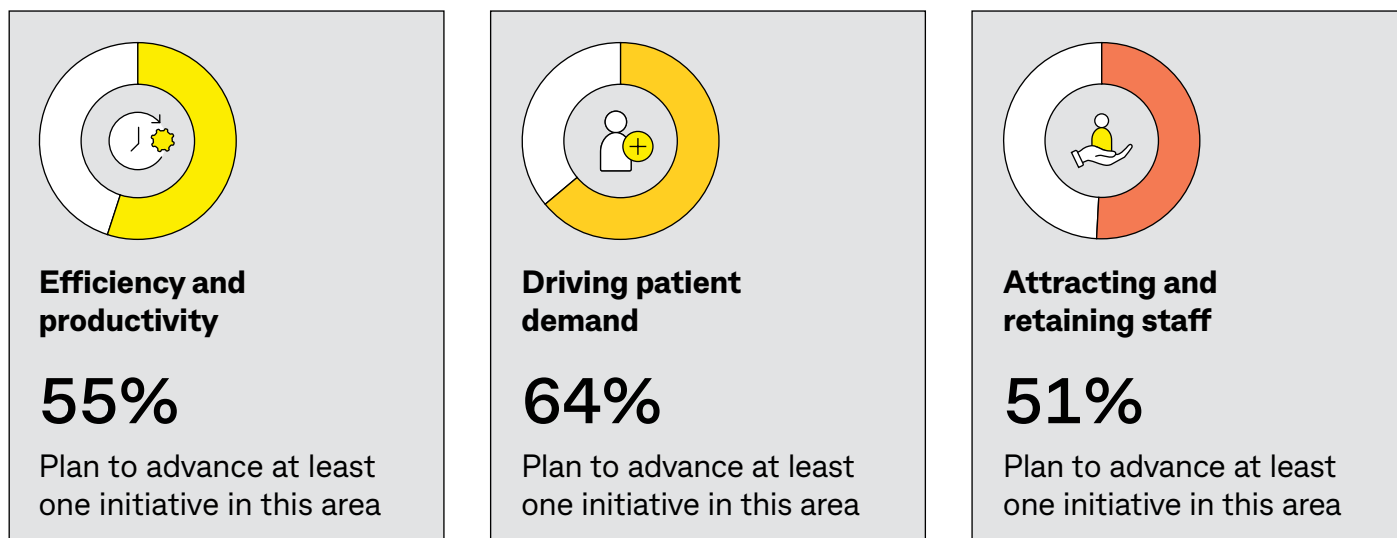


39%

anticipate profit will fall in the year ahead, while 29% expect it to remain unchanged

Top priorities for the year ahead

Most dental practices agree that reduced patient demand, rising costs, and finding and keeping staff are the industry's most prolific challenges. Most are prioritising initiatives that will help them navigate these hurdles and support the following objectives:



About the research

These insights are based on the perspectives of 473 decision-makers within dental practices across Australia.



Explore other areas that are a priority for growth-focused practices and their strategies to solve for increased competition for patients, people, and time.

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*The report refers to data sourced from an online survey of 473 dental practices that occurred during July–August 2022. The survey was undertaken by ACA Research on behalf of the Commonwealth Bank. All analysis and views of future market conditions are solely those of the Commonwealth Bank.

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