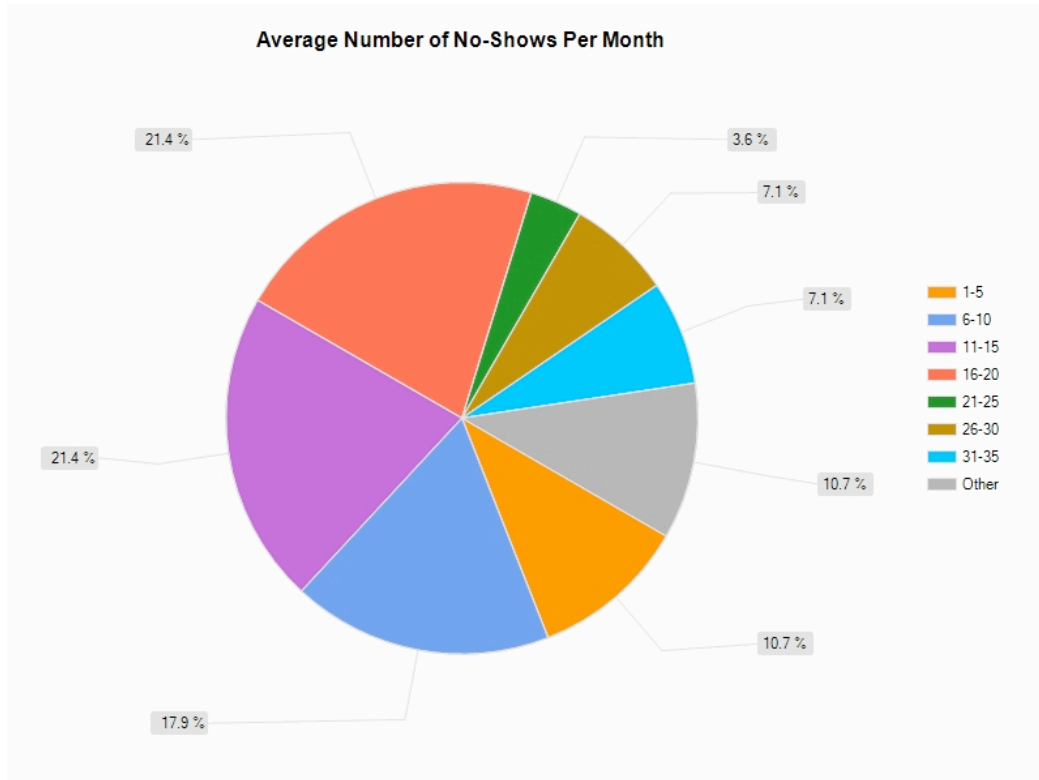


“No-Shows” Survey Results

We surveyed our subscribers in the October 27th, 2009 edition of Expert Tips. Below are the results from our survey.

Question #1: How many no-shows do you receive, on average, per month?



Question #2: What type of reminder systems do you use? Select all that apply.

100% - Phone Calls

48.5% - Emails

24.2% - Text Messages

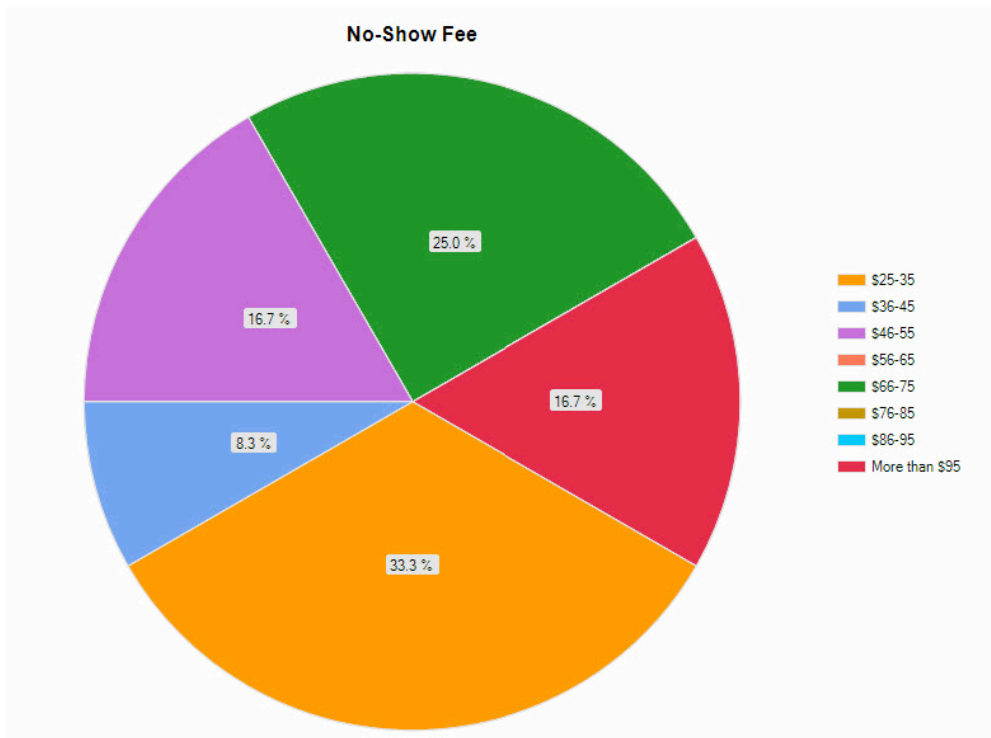
“Other” responses included: Postcards, letters for chronic no-shows

Question #3: Does your office charge a no-show fee?

Yes - 54.5%

No - 45.5%

Question #4: If your office does charge a fee, how much do you charge?



Other Responses:

- \$30 per hour
- \$50 reservation fee after one missed appointment
- \$50 for 2nd or more offenses
- \$50 per ½ hour; depends on the situation
- We have a fee of \$75, but no one has ever paid it
- \$50 per hygiene appointment, \$100 per Dentist appointment

Question #5: Has your office implemented procedures that were successful in reducing your number of no-shows?

“Text message reminders have greatly improved our schedule”

“Posted a sign that read \$75 fee for no-show/appt missed without prior notice”

“Adding the fee made our patients more aware of their appointments and now they call ahead to change. If they are regular no-shows we will dismiss them from the practice. We’ve only had to do this a couple of times.”

“We started confirming patients 1 week ahead as well as the day before”

“Habitual offenders must call the day of the week that works best for them to find out if there are any openings. They are no longer allowed to reserve appointment times until they provide a more professional respect for our time”

“We like to get ride of repeat no-show patients; they run in the same circle so we don’t want their friends either. We confirm 2-3 business days ahead so if the call

prompts a cancellation we still have time to fill the appointment. For longer operative appointments, we ask for a week notification of any change.”

“New patients and repeat offenders have to pay up front. It would surprise you; sometimes I’ve had patients walk away from as much as \$400. They don’t show and we keep the deposit.”

We’d like to thank everyone that took the time to fill out the survey. Please send an e-mail to detips@pennwell.com if you have any suggestions for upcoming survey topics or questions/comments about our newsletter.