

FREE GUIDE

The 12 KPIs Every Dental Practice Should Track

Benchmarks, formulas, and what to do when you're off target

Published by The Dental Signal — April 2026

Why these 12 numbers matter

Most dental practice owners track 3-4 KPIs: collections, production, and maybe overhead. The top quartile tracks 12. The gap between practices that hit benchmarks and those that don't isn't talent — it's measurement.

This guide gives you the 12 KPIs that separate top-performing dental practices from average ones, with the actual formulas, benchmark targets, and what to do when you're off.

The 12 KPIs

1. Total Production

What it measures: gross revenue billed

Benchmark: Solo GP \$65K-\$90K/month. Multi-doctor \$150K-\$300K/month. **Track:** daily, weekly, monthly trend. **Action threshold:** Below \$65K monthly = look at scheduling efficiency, hygiene production ratio, treatment plan acceptance.

2. Collection Rate

What it measures: collections / production

Benchmark: 96-98% target. **Formula:** (collections / net production) × 100. **Action threshold:** Below 95% = AR aging issues, write-off problems, or insurance follow-up gaps.

3. Total Overhead %

What it measures: total expenses / collections

Benchmark: 55-65% healthy range. National median 62%. **Action threshold:** Above 65% = pull category breakdown (staff, supplies, lab, rent, marketing, tech). One category usually drives the variance.

4. New Patients per Month

What it measures: first-time patients seen

Benchmark: 25-50 per provider per month. **Track:** by source (Google, referral, insurance directory). **Action threshold:** Below 25 = marketing channel diagnostic. Below 15 = practice viability concern.

5. Case Acceptance Rate

What it measures: presented treatment that's accepted

Benchmark: 75-80% target. National average 40-60%. **Top quartile:** 78%. **Action threshold:** Below 60% = treatment plan presentation issue, financing options, or perceived value gap.

6. Hygiene Production Ratio

What it measures: hygiene production / total production

Benchmark: 33-35% target. **Top quartile:** 36%. **Action threshold:** Below 30% = hygiene scheduling/perio program issue. Hygiene drives recall — undersized hygiene = future production drop.

7. Hygiene Production / Wages

What it measures: hygiene revenue / hygiene compensation

Benchmark: 3.5x target (every dollar of hygiene wage produces \$3.50).

Action threshold: Below 3x = wage too high relative to production OR perio program weak.

8. Staff Wages % of Collections

What it measures: total payroll / collections

Benchmark: 24-28% of collections. **Action threshold:** Above 30% = either over-staffed or under-producing. Look at production per provider.

9. Cancellation / No-Show Rate

What it measures: same-day cancellations + no-shows / scheduled visits

Benchmark: Below 5%. National average 15-20%. **Cost:** \$200-\$400 per missed visit. **Action threshold:** Above 10% = confirmation system, deposit policy, or scheduling diagnostic.

10. Recall Effectiveness

What it measures: patients reappointed within recall window

Benchmark: 85% target. **Industry average:** 36% — leaving \$180K+ on table for typical practice. **Action threshold:** Below 70% = automated recall system needed.

11. AR Aging > 90 days

What it measures: accounts receivable older than 90 days

Benchmark: Below 10% of total AR. **Action threshold:** Above 15% = collections process broken. AR > 90 days collects at <30%.

12. PPO Write-off %

What it measures: PPO adjustments / billed amount

Benchmark: 35-42% varies by plan mix. **National average:** 43.4% (Q1 2026). **Action threshold:** Above 45% = PPO exit analysis warranted.

How to track these

Most practice management software gives you all 12 KPIs in standard reports — they're just buried under different names. Pull these on a fixed schedule:

- **Daily:** Production, collections, new patients
- **Weekly:** Cancellation rate, hygiene production ratio, case acceptance
- **Monthly:** Overhead %, staff wages %, AR aging, recall effectiveness, PPO write-offs
- **Quarterly:** Compare to the benchmarks in this guide

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Source data: ADA Health Policy Institute, Bureau of Labor Statistics, Dental Economics Annual Practice Pulse, The Dental Signal Q1 2026 Benchmark Report.

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