Introducing the DentalMarketTrends® Report Series

Brought to you through a partnership between DentalMarketIQ™ and the Dental Trade Alliance, DentalMarketTrends® is a subscription-based trend report to provide dental device manufacturers, suppliers, distributors and labs with ongoing insights into the dental market’s direction, growth and activity. An annual subscription to DentalMarketTrends® is delivered in four quarterly installments that will help you:

Understand the market trends that may impact your:
• Strategy
• New Market & Product Plans
• Forecasting & Growth Expectations

Interpret & Respond to Market Feedback
• From the Investment Community
• From your Business Partners
• From your Customers and Prospects

Provide the data-driven backdrop you need to:
• Measure Commercial Performance
• Guide future investments

DentalMarketTrends® At-a-Glance

DentalMarketIQ™ Value
Using the largest by dentist, procedure-level database available, DentalMarketIQ™ illuminates key market trends and enables dental suppliers to increase sales, improve marketing effectiveness and optimize spend.

Dental Trade Alliance Partnership
Unique, High-Value Insights for Members

DentalMarketTrends® STARTER
2 Categories
All Procedures Trends (National)
• By Procedure Category
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

Procedure Category Drill-Down
• By Procedure Category
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

Procedure Sub-Category Drill-Down
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

$1,000 per year

DentalMarketTrends® ENHANCED
6 Categories
All Procedures Trends (National)
• By Procedure Category
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

Procedure Category Drill-Down
• By Procedure Category
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

Procedure Sub-Category Drill-Down
• By Region
• By Specialty (Primary Care vs. Specialty)
• Average Submitted Charges per patient

$2,000 per year

DentalMarketTrends® GROUP
Add-On
Available 2018
Subscribers to STARTER or ENHANCED have access to GROUP as an optional add-on to their subscription. 5+ Locations versus smaller group/individual break downs

$3,000 per year

www.DentalMarketIQ.com
Quarterly Updates
Each quarterly update of the report summarizes procedure and submitted charge trends by category and geography as well as general practitioner versus all specialties views. Also included are analysis and insights regarding key drivers of fluctuations. Quarterly Trend Analyses included in the report:

Procedures per 100 Patients
• All Procedures
• 6 Procedure Categories
  • Preventive, Restorative, Diagnostic Imaging, Endodontics, Periodontics, Implant Services
• Specialty versus primary care
• Regional (4 U.S. Census Regions)
• Population Density (Urban/Rural)

Total Submitted Charges
• Same subcategories as Procedures per 100 Patients

Interpretive Insights and Consulting
Two consultative components are delivered each quarter to support subscribers in turning insights into meaningful action:
• Quarterly narrative analyses from our clinical, insurance and industry experts
• Quarterly review meetings to discuss specific actions your organization can take to put the insights to work

Coming Soon
Group versus Independent break downs are in development as an optional add-on
• Understand growth trends in groups and whether they differ from trends among smaller individual practices

Place a DentalMarketTrends® subscription order online at: www.dentalmarketiq.com/dentalmarkettrends

After submitting the order request form you will be contacted to provide invoicing information and to complete a subscription agreement. Your order is not complete and no delivery of reports will occur until subscription agreement is signed. Minimum one-year subscription required.

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DentalMarketIQ™ is a data insight platform that helps dental suppliers increase sales, improve marketing effectiveness, and optimize spend. DentalMarketIQ™ combines dental domain leadership, analytical expertise and the industry’s largest procedure level database into one flexible, cutting-edge technology platform.

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