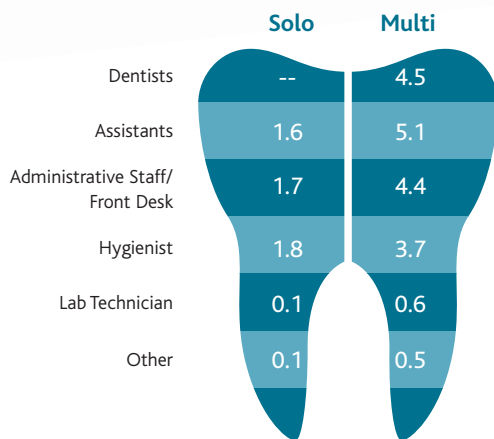


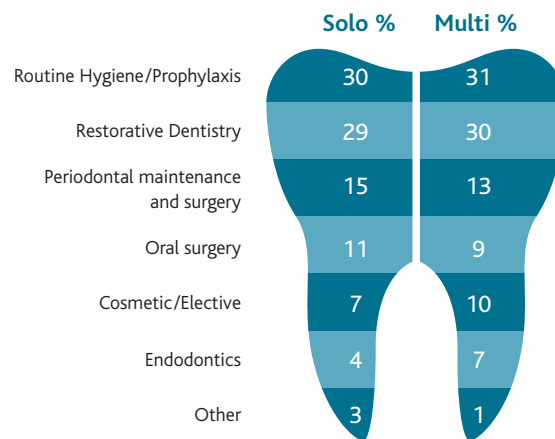
How are Dental Practices Responding to Industry Changes?

In November 2011, using our internet-based tool *OlsonOnline*™ and proprietary healthcare database, Olson Research surveyed 150 dental practices to gain insights into the makeup of their practice, the services they offered and the nature of their payment structure. Two-thirds (n=102) of the practices were solo practitioners while the remaining third (n=48) had more than one practicing dentist. Of the total, 79% considered their primary specialty as dentistry while the remaining 21% indicated something else as their primary specialty.

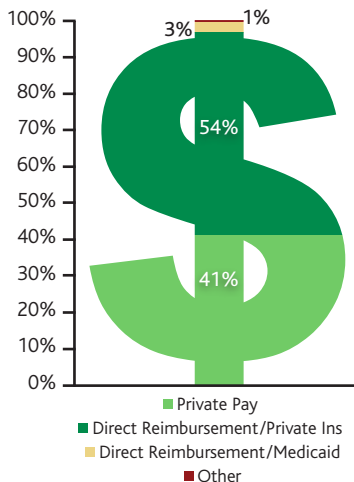
Practice Employees



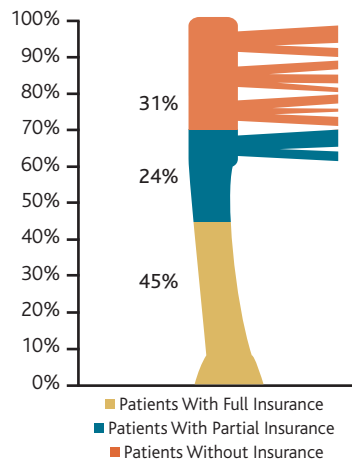
Services Offered



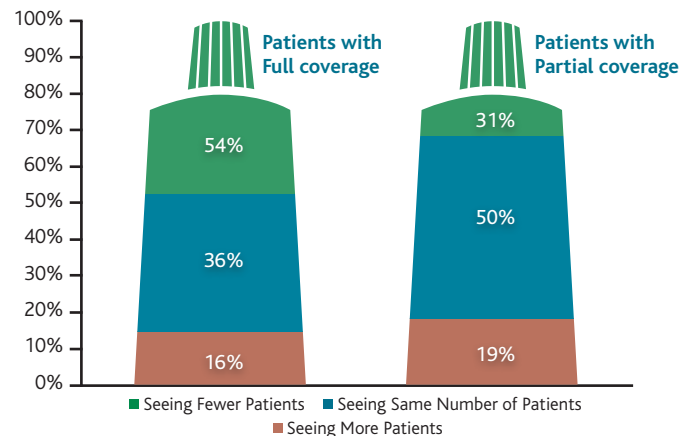
Fee Collection Methods



Patient Insurance Type



Changes in Patient Insurance Coverage in Past Three Years



Preferred Sources for Industry Trends

Continuing Ed.	Journals	Colleagues	Conferences	Internet/Online	Newsletters	Other
85%	72%	69%	68%	43%	43%	3%

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