



**FOR IMMEDIATE RELEASE**

**PATTERSON OFFERS MERCER ONLINE TOOLS THAT HELP PRACTICES UNCOVER REVENUE HOLES**

Patterson Dental has added profit-driving analytical business tools by Mercer Advisors to its Explore Store online technology center to help dentists identify lost revenue and determine the overall health and performance of their practice.

After dental professionals securely submit their practice data online, analytics are performed and reports are produced showing how a practice compares both individually and collectively to others in the market. "Gaining a greater awareness of how and where to capitalize on revenue opportunities can lead to more earning potential and ultimately, increase the value of the practice," said Tim Rogan, Patterson Dental vice president of marketing, merchandise.

The Limited Fee Analysis Report compares 20 common code practice fees to those of other local dental practices. The assessment helps dental practices identify where and how fee modifications can boost incremental revenue and gain competitive advantages.

The Hygiene Opportunity Analysis Report provides detailed accounting of incremental practice earning potential by maximizing the regular cycle of preventive patient appointments. The report outlines any hygiene gaps and identifies whether new patient flow is the result of patient attrition or true growth. The analysis also shows revenue opportunities when patient flow is consistent and accumulative. Potential opportunities for the practice include increasing hygiene production and profitability and adjusting practice fees (up and down) to gain a competitive advantage.

"These often eye-opening analytical tools are another example of technology solutions that can help dental practices reach the highest level of success," Rogan said. Look for these practice-building assets on Patterson's Explore Store ([www.pattersondental.com/appstore](http://www.pattersondental.com/appstore)), a central location for dental professionals to conveniently access a variety of innovative resources for growing their practice.

**About Patterson Dental**

Patterson Dental, a leading distributor of dental products, equipment and technology in the U.S. and Canada, serves as the largest business in the progressive, global Patterson Companies (Nasdaq: [PDCO](http://www.pdc.com)) family of businesses. Patterson is committed to creating value for customers through products, services and lasting relationships. Dental professionals who partner with Patterson enjoy the convenience and peace of mind that come with relying on one trusted source for everything they need.

**About Mercer Advisors**

Established in 1985, Mercer Advisors Inc. is a total wealth management firm that provides comprehensive practice consulting, financial planning and investment management, as well as other financial services including proactive tax planning, insurance, retirement plan design and administration, to dental professionals. Mercer Advisors dental practice consulting services include best-in-class online systems, consulting, workshops and transition services to help a dental practice thrive. For more information about Mercer Advisors, visit [www.merceradvisors.com](http://www.merceradvisors.com).

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