Local Dental Business Consultant Explains Dental Demographic Reports

Jeff Hopp December 18, 2013

Dental Business Consultant, Marie Chatterley of CTC National explains why a dental demographic report is such an important asset for those looking to start, purchase, expand or sell a dental practice.

(Lonewire.net -- December 18, 2013) Lone Tree, Colorado -- If you are a dentist fresh out of school, or an experienced dentist looking to move or expand into a new market, there are a large number of factors to consider. The days where you could be the single dentist for an entire town or small city are long past. Today, competition is abundant and it has become increasingly necessary for dental practice owners to know every facet of the town or city they're looking to move into. Marie Chatterley of CTC National says that a quality dental demographic report is an essential part of a successful dental business plan.

Marie says there is a lot more to having a successful dental practice than finding a good location, you must consider all of the socioeconomic factors, in addition to having an idea of what kind of competition is already established in that area. These factors are the kinds of statistics a dentist can learn more about in a dental demographic report. “You can learn things about a potential growth opportunity of a practice you're looking to purchase” says Marie, “or you can select the most ideal location for a start up. You will also be able to make decisions about new marketing strategies if you already have an existing practice by just understanding the demographics of your area.”

Marie goes on to explain that a lot of the general information contained in a report can be found online, but the extent of the information that a dental demographic report contains can't be duplicated. Marie Chatterley says “Our research team is phenomenal at customizing each demographics report to fit the needs of each client's opportunity.” These reports contain everything from the total population of an area, to the annual population growth rate as well as the age, race, ethnicity and diversity, and what type of languages are spoken in the area.

Because of the extent of the material a dental demographic report can contain, Marie and her team also provide full dental consulting services. “We don't just do the research and hand you a report, we take the time to help you understand how each part of the research can make an impact with your business opportunity.” Marie and her team at CTC National are currently offering dental demographic reports in addition to their other dental practice consultant services. Those interested in more information about demographic reports are welcome to call CTC National or visit their website for additional information.

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