

SUSTAINABLE GROWTH BLUEPRINT

Year one sets the trajectory.

By the end of Year One, your practice should reflect stability, operational discipline, and sustainable growth. Use this dashboard as your scorecard to confirm you’ve built a business designed to thrive for years to come.

METRIC	TARGET BY MONTH 12	WHAT IT CONFIRMS
 PATIENT RETENTION	90%+	Patients trust the transition and accept your leadership.
 STAFF RETENTION	90%+	The team feels safe, valued, and aligned.
 COLLECTIONS GROWTH	+10–15% over baseline	Systems are working, not just effort.
 HYGIENE % OF REVENUE	25–30%	Recall, diagnosis, and scheduling discipline.
 OVERHEAD	≤60% of collections	Margin discipline and operational control.
 CEO TIME	≥2 hours/week	Time set aside to think strategically and make plans for the business.

CEO INSIGHTS



Every 1% drop in overhead becomes one extra week of profit each year.



Every 5% improvement in hygiene recall becomes one extra month of free cash flow.



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