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New Data Shows Top Practices Achieve 39% Margin Amid Rising Costs

2025 National Dental Survey Identifies Key Differences between 'Best Practices' and the National Average

CARMEL, Ind. (August 18, 2025) – In a year defined by rising costs, top-performing practices navigated cost increases and inflation with a margin of 39% before debt service and capital expenditures – according to Blue & Co.'s 2025 National Dental Survey. This performance gap highlights the operational and financial strategies that separate high-performing practices from their peers in an increasingly competitive industry.

These findings are based on a comprehensive analysis of data collected in 2024, with responses from more than 1,000 dental practices across the U.S., as part of Blue & Co.'s 29th annual benchmarking survey. This survey provides current and accurate information to familiarize dental practices with the financial and related production information of their own peers.

"Since inception, the dental survey has been about helping practice owners understand where they stand and where they can improve," said Matt Howard, CPA/ABV, CVA, a transaction advisory director on the dental services team at Blue & Co, "Our goal with this report is to empower dental entrepreneurs to meet their business goals, so they can continue to serve their patients from a position of financial strength."

From advertising to supply costs, these benchmarks offer a deeper look at how dental practices are navigating today's economic challenges and still managing to thrive. Additional findings from the 2025 National Dental Survey reveal:

- Top practice's income per patient is 80% higher than the average general practitioner.
- Most salaries for positions within a dental practice experienced an increase from 2022 to 2024, continuing the trend of being one of the most challenging issues facing ownership.

"The evolution of dental practice ownership no longer allows for passive owners," said Tabitha Tolliver, a tax director on the dental services team at Blue & Co., "Engaged managers and owners need timely, actionable data, intentional tax planning, and responsive advisors."

To help dental practices evaluate their performance and plan ahead, Blue & Co. is offering a free, abbreviated version of the benchmarking report at online.fliphtml5.com/qypyw/vatn/. For access to the complete report and personalized guidance, reach out to our Dental Services team or complete the contact form found at www.blueandco.com/contact.

About Blue and Co.

Founded in 1970, Blue & Co., LLC is an independent accounting and advisory firm with more than 550 people in 13 offices across Indiana, Michigan, Tennessee, Ohio, and Kentucky. Blue's public accounting expertise includes the practice areas of assurance, tax compliance and consulting, healthcare consulting,

benefit plan services, valuation and litigation support, and client accounting services. Its industry specializations include healthcare, construction, nonprofit, manufacturing & distribution, technology, financial services organizations, and agribusiness.

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