THE ECONOMICS OF CASE ACCEPTANCE

For every $100 of care you diagnose, the average practice schedules *$42.*

The rest leaves with the patient. It doesn't take more marketing, more chairs or more new patients to close that gap. It takes a treatment plan the patient understands.



Case acceptance rate, Henry Schein One 2026 Catalyst Index.[1]

THE INDUSTRY AT A GLANCE

A $189 billion market where most diagnosed care goes unscheduled.

$189B US dental spending in 2024, up 4% after inflation[2]	**205,088** professionally active US dentists in 2025[3]
42% average case acceptance; top 10% reach 75%[1]	**~60%** of patients turn down treatment at the average practice[4]

Benchmarks vary with how acceptance is measured and who is counted. Whichever figure you use, the distance between the average practice and the best is large.

WHY PATIENTS SAY “LET ME THINK ABOUT IT”

The gap is rarely about the dentistry.

Henry Schein One traces most declines to three causes.[4] Each one comes down to how the plan is presented.

Ineffective patient education

Plans are written in procedure codes, tooth numbers and insurance terms. Patients can't follow them, so they postpone.

TREATPATH

Plain-language plans, adapted to four DISC communication styles.

A lack of pricing clarity

One large total with uncertain coverage turns a care decision into a yes-or-no money decision.

TREATPATH

Three paths with after-insurance costs and monthly payments where financing is offered.

A disappointing experience

A printout at the front desk and a rushed conversation leave patients feeling pressured.

TREATPATH

Patients review on an iPad at their own pace and sign before they leave the chair.

RUN YOUR OWN NUMBERS

What a few points of acceptance are worth to you.

Enter what your practice presents each month. The example starts at the industry average.

Treatment presented per office, per month

$ 100,000

Total dollar value of treatment plans presented. Your practice software reports this.

Your current acceptance rate 42%

Industry average 42%. Top 10% reach 75%.

Improvement to model +5 points

Percentage points of acceptance gained. A scenario to explore, not a promised result.

Number of offices

1 | 3 | 5 | 10

Additional treatment accepted per year

$60,000

from moving 42% → 47% acceptance

$5,000	$3,600
more accepted per month	TreatPath per year, single location

$504,000

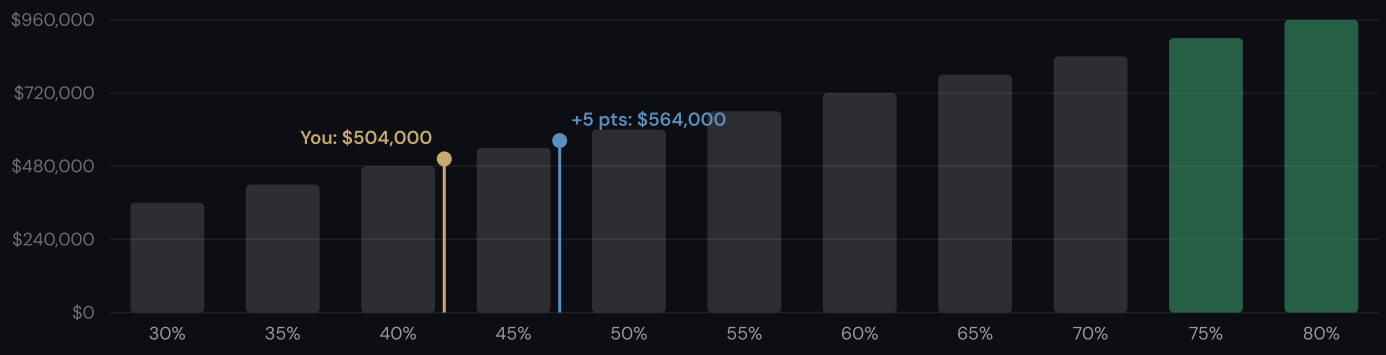
accepted per year at your current rate

$336,000

per year still between you and the top 10%

At TreatPath's price, the break-even is **+0.3 points** of acceptance.

Annual treatment accepted per office at each acceptance rate



AT INDUSTRY SCALE

What each point of acceptance is worth nationally.

No public source reports how much treatment US dentists present each year, so this model takes it as an input. It applies the 42% average and 75% top-decile rates across every active dentist.

Treatment presented per dentist, per year **$500,000**



Illustrative assumption. Adjust to test your own view.

Active US dentists[3]	205,088
Treatment presented per year	$102.5B
Accepted at 42% average	$43.1B
Left unscheduled	$59.5B
Value of each 1-point gain	$1.0B
Gap between average and top-10% performance	$33.8B

HOW TREATPATH PRESENTS THE PLAN

Same diagnosis. A presentation patients can say yes to.

01
Capture

Screenshot or PDF the plan from your practice software. TreatPath reads codes, teeth and fees in about 30 seconds.

02
Review

Treatments are pre-sorted into Urgent, Proactive and Complete Care. Staff adjust and add insurance in about two minutes.

03
Present

The patient compares three paths on an iPad, in plain language and the communication style that fits them.

04
Sign & measure

The patient signs in the chair. Analytics show acceptance by path, presenter and style, and how much of the diagnosed treatment was accepted, in dollars.

Step 4 lets you measure your own baseline and your own improvement, so you don't have to rely on industry averages.

> **“The plan didn’t change. The way we present it did — and patients finally ask questions instead of asking for time to think.”**

Dr. David Chotiner, DMD · Co-inventor of TreatPath · Coastal Dental Arts, San Diego

Free for 60 days.

Then $299.99/month per office, or $199.99 per office for groups of 2–10. Nothing to install. Cancel anytime.

SOURCES

1. Henry Schein One, 2026 Catalyst Index: Dental Practice Benchmarking Report (April 2026). Average vs. top 10% for practices with 1–7 locations.
2. ADA Health Policy Institute, National Dental Expenditures, 2024, analysis of CMS data released January 2026.
3. ADA Health Policy Institute, Dentist Workforce (2025 data).
4. Henry Schein One, Average Case Acceptance Rates Are Shockingly Low, takeaways from the 2025 Catalyst Index (May 2025).

Calculator and national figures are illustrative models built on the benchmarks above and the inputs shown. They are not results TreatPath guarantees. Actual outcomes depend on each practice's patients, case mix, fees and team.