


Choosing the Right Location for Your Squat Dental Practice

This worksheet is designed to guide you through a thorough assessment of potential locations for your dental practice.

By evaluating various demographic and geographic factors, you will be better positioned to choose a location that aligns with your business objectives and target patient demographics.

How to Use This Worksheet:

- Fill out each section with the information gathered about potential locations.
- Utilise the  interactive elements to input data, adjust scores and note observations.
- Review the compiled data in the summary section to compare and contrast potential locations based on the scores and notes you have provided.



Part 1: Demographic Analysis

Crucial for aligning your practice with the needs and financial capabilities of the local population.



Part 2: Proximity to Competitors

Essential for positioning your dental practice effectively in the market.



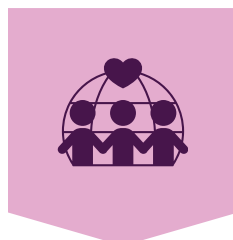
Part 3: Accessibility and Visibility

Evaluate how easily potential patients can reach your practice and how visible it is to passersby.



Part 4: Property Evaluation

Assess the structural integrity, size, layout and regulatory compliance of the property.



Part 5: Community Engagement

Engage effectively with the local community to enhance your practice's visibility and integration.



Part 6: Checklist for Final Evaluation

Consolidate all gathered insights to facilitate a well-informed decision.

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Part 1: Demographic Analysis

Understanding the demographics of potential locations is crucial for aligning your practice with the needs and financial capabilities of the local population.

This section helps assess key demographic indicators that influence demand for dental services.

Age Distribution

- **What to assess:** Evaluate the age range of the local population to determine the potential demand for different types of dental services (pediatric, general, geriatric).
- **Why it's important:** Tailoring your services to the dominant age groups in the area can significantly enhance your practice's relevance and market penetration.



Age range of local population:

Family Size and Composition

- **What to assess:** Investigate the average family size and the composition of households, focusing on the prevalence of families with children.
- **Why it's important:** Understanding family dynamics in the area can help you anticipate the need for family-oriented dental services or pediatric specialities.



Average family size:



Household composition:

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Income Levels

- **What to assess:** Look at the average income levels in the area to estimate the market's capacity for elective and high-end dental services.
- **Why it's important:** Higher income levels may indicate a greater likelihood of residents seeking cosmetic and other non-essential dental services, which can influence your service offerings and pricing strategies.



Estimated average income:

< £25,000 £25,000 £50,000 £75,000 > £75,000

Population Growth

- **What to assess:** Analyse the population growth rate to predict future demand for dental services.
- **Why it's important:** Areas experiencing population growth may offer more sustainable opportunities for a new practice, suggesting long-term viability.



Growth rate category:

Healthcare Spending

- **What to assess:** Review how much the local population spends on healthcare, including dental care.
- **Why it's important:** A community that invests heavily in healthcare is more likely to value and utilise dental services, impacting your practice's potential success.



Healthcare spend per annum:

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Part 2: Proximity to Competitors

Understanding the competitive landscape is essential for positioning your dental practice effectively in the market.

This section helps you assess the proximity and impact of competitors, which is crucial for developing a strategic approach to your service offerings and marketing efforts.

Number of Existing Dental Practices

- **What to assess:** Identify and count the number of dental practices within a specified radius of your potential location.
- **Why it's important:** Knowing how many practices are in close proximity helps gauge the competitive density and can influence decisions on location and marketing strategies.



Number of exiting practices:

Services Offered

- **What to assess:** Catalogue the types of dental services currently available in the area.
- **Why it's important:** Understanding what services your competitors offer allows you to identify gaps you might fill or areas where your practice can specialise and stand out.



Pediatric:

Orthodontics:

Endodontics:

Restorative:

Periodontics:

Prosthodontics:

Other:

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Market Saturation

- **What to assess:** Evaluate the level of market saturation and analyse the dentist-to-patient ratio to assess the potential for new entrants.
- **Why it's important:** This information helps determine if the market is oversaturated or if there is enough demand to support another dental practice, guiding your entry strategy.



Local population:

A



Number of exiting dentists:

B



dentist-to-patient ratio: 1: $A \div B$

Note: The average in the UK is between 1500 - 2500 patients per dentist.

Competitor Strengths and Weaknesses

- **What to assess:** Analyse the strengths and weaknesses of existing practices in the area to identify any service gaps or competitive advantages.
- **Why it's important:** Understanding where other practices excel or fall short can help you position your own practice more effectively by addressing these gaps or by leveraging your unique strengths.

Notes:



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Part 3: Accessibility and Visibility

Accessibility and visibility are critical factors in the success of any dental practice.

This section helps you evaluate how easily potential patients can reach your practice and how visible it is to passersby, ensuring that your location is convenient and noticeable.

Public Transportation

- **What to assess:** Examine the proximity and availability of public transport links, such as bus routes, train stations and the availability of parking facilities.
- **Why it's important:** Easy access to public transport and ample parking are significant conveniences for patients, potentially increasing patient visits and satisfaction.



No. of bus routes:

Train station:

Tube station:

Parking facilities:

Traffic Flow

- **What to assess:** Evaluate the volume of pedestrian and vehicle traffic near the potential location and the ease of access to the site.
- **Why it's important:** High-traffic areas can increase practice visibility and attract more walk-in patients, while good accessibility ensures patient retention.



Peak vehicle traffic:

Off-peak vehicle traffic:

Peak pedestrian traffic:

Off-peak pedestrian:

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Signage Visibility

- **What to assess:** Assess the potential for placing visible signage around the location, taking into account local regulations and physical barriers that might obscure visibility.
- **Why it's important:** Effective signage can significantly enhance a practice's exposure and attract new patients by making it easy to locate and recognise.



Potential signage spots:

Poor to excellent

Disability Access

- **What to assess:** Check the facility's compliance with disability access standards, including entryway accessibility, interior navigation and patient facility adaptability.
- **Why it's important:** Ensuring that your practice is accessible to patients with disabilities not only broadens your potential client base but also complies with legal requirements for accessibility.

Notes for disability access:



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Part 4: Physical Property Evaluation

Evaluating the physical aspects of a potential property is crucial to ensure it meets the specific needs of a dental practice.

This section guides you through assessing the structural integrity, size, layout, financial implications and regulatory compliance of the property.

Structural Integrity

- **What to assess:** Inspect the building for any signs of structural issues such as cracks or water damage that could require significant investment to repair.
- **Why it's important:** Addressing structural issues early can prevent costly repairs later and ensures the safety and longevity of your practice's physical location.

Notes for observed issues:



Lease Terms/Property Costs

- **What to assess:** Review the lease terms or purchase costs of the property to ensure they align with your financial projections and budget constraints.
- **Why it's important:** Aligning property costs with your financial plan is crucial to maintaining financial health and ensuring the practice can afford other necessary investments in equipment and interior design.

Note: Use our calculator to compare lease or purchase costs against your budget.

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Size and Layout

- **What to assess:** Determine if the size and layout of the property can accommodate your current needs and potential future expansion. Consider the flow between different areas like waiting rooms, treatment rooms and administrative spaces.
- **Why it's important:** Adequate size and a functional layout are essential for efficient operations and patient comfort, impacting overall satisfaction and return visits.

Notes for potential modifications:



Zoning and Compliance

- **What to assess:** Verify that the property is zoned for medical use and check that it meets all dental practice regulations, including accessibility, waste disposal and safety standards.
- **Why it's important:** Ensuring the property is compliant with all regulations avoids legal complications and renovation costs, which can delay opening and add unexpected expenses.



Local development plans:

Documentation:

Accessibility standards:

Site safety:

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Part 5: Community Engagement and Marketing Potential

Engaging effectively with the local community and exploring marketing opportunities are essential strategies for establishing a successful dental practice.

This section helps you evaluate the potential for community engagement and marketing that can enhance your practice's visibility and integration into the local area.

Local Business Partnerships

- **What to assess:** Identify opportunities for partnerships with local businesses, schools and community groups. Look for businesses that could offer mutual referral opportunities or other dental practices to become points of referral.
- **Why it's important:** Building partnerships with local entities can broaden your patient base, enhance community relations and improve overall business sustainability through collaborative efforts.

Marketing Potential

- **What to assess:** Evaluate the local area's capacity for supporting various marketing initiatives, including digital advertising, local events and community-based promotions. Consider factors like community involvement, local event calendars and existing promotional platforms.

Notes for partnership and marketing potential:



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Part 6: Final Evaluation

After a detailed assessment of potential locations for your dental practice, this final evaluation consolidates all gathered insights into a comprehensive checklist.

This approach ensures that each location is evaluated holistically, considering all critical factors to facilitate a well-informed decision.

Demographic Appeal

- **What to assess:** Review the demographic analysis from Part 1 to evaluate if the local population aligns with the target market for your practice.



Demographic appeal:

Very low Low Medium High Very high

Competitive Landscape

- **What to assess:** Consider the density of existing practices, the variety of services offered by competitors and the overall market saturation from Part 2.



Competitive landscape:

Very low Low Moderate High Very high

Accessibility and Visibility

- **What to assess:** Use the information from Part 3 to evaluate the accessibility of the location, the adequacy of parking and the effectiveness of potential visibility.



Accessibility and visibility:

Very poor Poor Adequate Good Excellent

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Physical Condition and Suitability of the Property

- **What to assess:** Part 4 will help you to reflect on the structural integrity, suitability of size and layout and compliance with building regulations.



Condition and suitability:

Very low

Low

Moderate

High

Very high

Community Engagement and Marketing Opportunities

- **What to assess:** Look at the potential for forming local business partnerships and the effectiveness of tailored marketing initiatives.



Community engagement:

Very low

Low

Moderate

High

Very high

Decision Notes

