

Henry Schein One Unveils The Catalyst Index, a Look into Dentistry's Top 10%

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Patient experience is the differentiator – *The Catalyst Index* reveals how top practices reduce friction to retain and engage patients

AMERICAN FORK, Utah--(BUSINESS WIRE)--May 20, 2025-- Henry Schein One today announced the launch of *The 2025 Catalyst Index*, its exclusive report offering dental practices an unparalleled view into the strategies transforming performance across the industry. Built on years of trusted benchmarking and informed by Henry Schein One's most connected platform, the fourth annual report, *The Catalyst Index*, raises the bar by revealing the specific actions that distinguish the top 10% of DSOs and private practices.

"We're at a turning point in dentistry," said Dr. Ryan Hungate, Chief Clinical and Strategy Officer, Henry Schein One. "Practices can no longer afford to operate without clear insight into what separates top performers. *The Catalyst Index* gives them that competitive edge. It's like peeking behind the curtain at how the best practices operate."

Transforming Care Through Insights

According to the report, top-performing practices significantly outpace their peers in both patient growth and revenue, even while seeing fewer patients than the previous year.

Top performers are focused on simplifying the full patient experience, including faster appointment access, streamlined forms, improved billing clarity, and flexible scheduling. This contributed to stronger patient retention, better reviews, and greater acceptance of care plans. The most profitable practices are also operating more efficiently as a team.

The takeaway is clear: there's a huge opportunity here. Here are just a few of the insights uncovered in the full report:

- **Nearly 60% of patients decline care** due to ineffective education, lack of pricing clarity, and a frustrating overall experience.
- **Month-long appointment lead times are common** among average practices, while top performers prioritize access for new and emergency patients.
- **Patient experience directly impacts performance.** Practices that offer online forms, transparent billing, and flexible scheduling see stronger retention and treatment acceptance.
- **Chairside revenue potential remains underutilized.** On average, daily gross production is nearly four times lower than that of the top 10%.

"If you're average, get mad and fix it. The amount of production being left on the table is mind-boggling," said Joshua Gwinn, CEO, Optimize Practice Alliance. "The top 10 percent are absolutely crushing it, and it's not a secret why. They follow a process, build the team, execute, hold people accountable, and analyze their data. If you don't do that, you'll stay average or below."

Driven by Data, Designed for Care

Henry Schein One's annual benchmarking reports continue to empower thousands of dental practices to measure their performance, identify opportunities, and chart paths for growth. *The Catalyst Index* expands on previous reports by not only benchmarking results but also highlighting the concrete strategies that drive success.

With its deep commitment to creating the most connected platform in dentistry, Henry Schein One continues to help practices automate and simplify workflows, secure patient data, and drive profitability, delivering technology that allows clinicians to refocus on what matters most: patient care.

"Being recognized as part of the top 10% is a reflection of the steps we've taken to simplify and strengthen how we run our organization," said Evelyn Lahiji, COO, Children's Dental Fun Zone. "Centralized billing and AI-supported diagnostics have made a big difference for our team and our patients. The Catalyst Index does a great job of showing what's possible, and I think it will give other practices a practical way to evaluate what's working and where they can improve."

The Catalyst Index is Now Available

[Click here](#) to explore the full *Catalyst Index* and find out where your practice stands.

About Henry Schein One

Henry Schein One, a leader in dental software, empowers dentists to focus on patient care, ensuring practice success.

With its simple and integrated software, practices are finally more seamless, more efficient, and more profitable—meaning patients and practitioners are happier. With comprehensive solutions: demand generation, patient experience, practice management, revenue management, dental analytics, and clinical workflow, dental practices will be running smoother than ever before.

Henry Schein One, LLC, is a joint venture between Henry Schein, Inc. (Nasdaq: HSIC) and Internet Brands. The company's portfolio of leading brands includes Dentrax®, Dentrax Ascend®, Jarvis Analytics™, TechCentral™, Lighthouse360+, and DentalPlans.com®, along with solutions offered through international companies, including Dently and Software of Excellence, among others. For a full list of our brands, please visit our [website](#) or connect with us on [LinkedIn](#).

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