



dentists

From MCH—America’s Leading Compiler of Institutional Data

The MCH B2i Advantage

Tips & Traps

- MCH compiles a group practice file with the office manager’s name. Often, the office manager at a group practice significantly influences purchasing decisions. Mailing to the office manager in a group practice rather than multiple dentists at the same location can generate thousands of dollars in savings.
- You can make selections from the MCH dental list based on practice size or dental specialty. General practice dentists are more likely to purchase waiting room items that will help them retain patients. Specialty dentists rely on referrals from generalists to attract new patients and will often work to cultivate those relationships. Specialists are good prospects for gift items.
- While dentists are a key market for providers of products and services related to dentistry, they are also potential buyers of office supplies and equipment, furniture, luxury goods, periodicals, and children’s items.

Extend Your Reach

Contact your MCH representative for more information on these additional institutions that may be receptive to your offers:

- **Schools** provide educational programs on dental health.
- **Child Care Centers, Correctional Institutions, Hospitals, and Public Health Departments** may collaborate to provide dental services to members of the community.

At a Glance: Dentists

Dentists	\$85/M	189,779
Office Managers.....	\$95/M	97,747
Group Practices	\$95/M*	37,598
Phone.....	add \$25/M	142,742

*Price reflects base price plus \$10/M selection charge.



Every MCH-compiled mailing address is guaranteed deliverable. We will reimburse 50¢ for each undeliverable mail piece with an MCH institutional address when returned to us within 90 days of the MCH invoice date. We update our database based upon returned mail on a daily basis. For complete guarantee terms see www.mailings.com/orderinginfo/getthere.html



The MCH research team calls schools, hospitals, and nursing homes, plus thousands of other institutions to confirm their key attributes and stay on top of the latest staff changes. We make hundreds of thousands of phone calls a year!

Dentists

Dentists Specialty Type	Primary Specialty \$85/M	Office Manager \$95/M	Group Practices \$95/M*	Office Mgr. in Group Practices \$105*	Doctors in Group Practices \$95/M*	Doctors Not in Group Practices \$95/M*
Endodontics	5,684	2,583	1,455	1,220	3,534	2,150
General Practice	132,927	70,703	23,550	19,626	56,042	76,885
Oral & Maxillofacial Surgery	10,285	4,811	2,709	2,352	6,596	3,689
Oral Pathology	65	38	33	24	34	31
Orthodontics	14,916	8,552	3,358	2,813	6,166	8,750
Pediatrics	6,382	3,133	1,837	1,573	3,866	2,516
Periodontics	6,024	3,604	1,755	1,516	2,860	3,164
Prosthodontics	2,819	1,799	862	753	1,220	1,599
Public Health	41	23	19	14	23	18
Unspecified	10,636	2,501	2,020	1,221	5,071	5,565
Total	189,779	97,747	37,598	31,112	85,412	104,367

Selections

Primary Specialty

Dentists by their main field of specialized practice only.

Office Based Dentists

Dentists who practice in private offices.

Office Manager

Personal name of the office manager for an individual dentist. Duplication exists within this count. Available by primary specialty.

Group Practices

The single location where a number of dentists practice. Available by primary specialty.

Office Manager in Group Practices

Personal name of the office manager for a dental group practice. Available by primary specialty.

Dentists in Group Practices

Dentists who are part of a group practice. Available by primary specialty.

Dentists not in Group Practices

Dentists who are not associated with a group practice.

In Depth: Dentists

The dental market segment is growing at approximately 6.9% annually and is a \$114 billion segment, providing services to tens of thousands of patients each day. Dental practices tend to be smaller than those of medical doctors and there are fewer group practices. Unlike the myriad number of specialties for doctors, dentists have relatively few areas of specialty, including endodontics (root canal), orthodontics (braces), and prosthodontics (reconstruction). Traditional B2B databases often include dentists as well as dental insurance providers. The MCH dentist list contains only the names of dentists and dental practices.

Endodontics

Deals with diseases of the tooth root, dental pulp, and surrounding tissue.

General Practice

Concerned with the diagnosis and treatment of a wide variety of dental diseases.

Oral & Maxillofacial Surgery

Surgeon specializing in disorders of the tooth, gum, and jaw.

Oral Pathology

The science that deals with the nature, identification, and management of diseases affecting the oral and maxillofacial regions.

Orthodontics

The dental specialty focused on the development, prevention, and correction of irregularities of the teeth, bite, and jaw.

Pediatrics

Provides preventive and therapeutic oral healthcare for infants and children through adolescence, including those with special healthcare needs.

Periodontics

Deals with diseases of the gums and other structures around the teeth.

Prosthodontics

Deals with the replacement of teeth and related mouth or jaw structures with artificial devices.

Public Health

Specializes in the prevention and control of dental diseases by means including organized community efforts.

Dental Group Practices

Franchise Specialty	Practices			Office Managers			Dentists [†]		
	Small/Med (2-3 dentists) \$95/M*	Large (4-9 dentists) \$95/M*	Very Large (10+ dentists) \$95/M*	Small/Med (2-3 dentists) \$105/M*	Large (4-9 dentists) \$105/M*	Very Large (10+ dentists) \$105/M*	Small/Med (2-3 dentists) \$95/M*	Large (4-9 dentists) \$95/M*	Very Large (10+ dentists) \$95/M*
Endodontics	1,099	450	94	912	406	78	1,550	1,294	318
General Dentistry	16,255	3,065	275	13,630	2,790	246	32,827	11,198	2,664
Oral Surgery	2,222	875	129	1,926	806	113	3,246	2,669	299
Orthodontics	2,377	682	124	1,997	627	118	3,842	1,226	241
Pedodontics	1,216	503	104	1,036	458	97	1,954	1,315	293
Periodontics	951	464	144	810	437	129	1,401	747	272
Prosthodontics	1,010	274	69	892	256	57	610	286	116
Total	25,130	6,313	939	21,203	5,780	838	45,430	18,735	4,203

*Pricing reflects base price plus \$10/M selection charge.

†The franchise specialty indicates that at least one practitioner in the group has this specialty. The counts shown include all professionals in the practice, regardless of specialty.