## Which of the following factors have contributed most to your increased profit?

7%
LOWER MATERIAL COSTS

7%
OUTSOURCING MORE WORK

8%
LOWER LABOR COSTS

15%
LOWER OVERHEAD COSTS

37%
INCREASE IN NUMBER OF CASES WITH HIGHER PROFIT MARGIN
48%
INCREASED PRODUCTIVITY

64%
RAISED FEES

71%
INCREASED SALES

Respondents were asked to check all that apply so percentages don't total 100.

26%

of respondents don't know their average range of operating profit/EBIT (earnings before interest and taxes). Here are the operating profits of those who

do know their numbers:

Less than 10% > 11%
10-20% > 24%
21-25% > 12%
26-35% > 10%

Over 35%

34%

**17**%

The percentage by which respondents mark up gold/precious metal.

Here are their markups on other items:

Attachments 32% Implant Components 26% Denture teeth 50%

Source: LMT Research Dept. ©2008