

Overall Insight Report for Dentists - Performance Review

- **Overall Company Performance:**

In December 2024, the company experienced a shortfall of - £33,000 in its revenue, falling behind the revenue target for the month. This trend continued in January 2025, with a shortfall of -£27,000, although the gap was slightly smaller compared to the previous month. However, in February 2025, the company's performance significantly declined, resulting in a much larger shortfall of -£108,000, indicating a substantial revenue gap.

Overall, the company has faced consistent shortfalls in all three months, with the most significant underperformance in February 2025. This trend highlights a growing gap between actual revenue and the revenue target, which may require a reassessment of strategies, targets, or operational factors contributing to the performance decline.

- **Top Performers**

Dr. Stephen exceeded his revenue target in December by £1,500, but faced a significant shortfall in February (-£20,500).

Dr. Smith showed consistent performance over the three months but always fell short of the target, with the smallest shortfall in February (-£5,000).

Dr. Sharma showed impressive performance in February, surpassing the target by +£7,000, making February his standout month.

- **Commission-Based Dentists**

Dr. Robert had a strong performance in December, exceeding the target by +£2,000, but his performance dropped in the following months, especially in February, where he fell short by -£8,000.

Dr. Chauhan also exceeded his target in December by +£2,000, but struggled with a -£4,000 shortfall in February.

Dr. Miriam struggled the most, with a significant shortfall of -£4,000 in December and -£12,000 in February. However, she managed to exceed her target by +£2,000 in January.

- **Challenges and Areas for Improvement**

Dr. Philip struggled to meet the target in both December and February, with a shortfall of -£2,000 and -£14,000 respectively. There's a clear need for improvement here.

Dr. Jennifer experienced a -£14,000 shortfall in February, continuing a downward trend from her earlier months.

- **Salary vs Commission**

Salaried Dentists (e.g., Dr. Smith, Dr. Susane) have more predictable earnings but may have a larger discrepancy in meeting revenue targets. They tend to have more stable performance but need to be more consistent.

Commission-Based Dentists like Dr. Robert, Dr. Sharma, and Dr. Miriam tend to have greater variability in their earnings. While some like Dr. Sharma show potential, others like Dr. Miriam need more attention to improve performance.

- **Recommendations for the Business Owner**

Performance Review: The business owner should focus on discussing revenue targets with the commission-based dentists, especially those like Dr. Miriam and Dr. Philip, whose performance is consistently below target. A review of how they approach their work and potential improvements should be explored.

Training and Support: Provide targeted training to dentists like Dr. Jennifer and Dr. Jones who consistently fall short of their targets.

Incentives for Top Performers: Consider offering additional incentives to top performers like Dr. Sharma to encourage others to improve.

Target Adjustments: It may be helpful to reassess the revenue targets for commission-based dentists to ensure they are realistic and aligned with current performance trends.