

Announcing Affinity Bank's High Performing Metrics

Affinity Bank is excited to announce the kickoff of its **High Performing Metrics (HPM)**! With over 10,000 data points extracted from over 361 dental offices over the past 10 years, Affinity Bank has aggregated an array of UNIQUE information such as:

- How much debt do you have in relation to your collections in comparison with peers?
- How does your net cash flow rank against your peers?
- How has your trend in collections over the past 3 years fared versus other dentists in your county?
- How do members of a structured dental study club perform versus non-members?
- How does your dental school alums rank against other dental schools in our HPM?
- How does your dental office rank against fellow dental school grads and other dental offices in your city, county, or the entire metro Atlanta area?



Affinity is the **ONLY** source with answers to these questions plus a lot more! The HPM system has the ability to 'drill down' the details so we can determine which areas your practice outperforms or underperforms compared to whatever peer group you choose.

Keep in mind, Affinity attracts dental clients that include some of the highest performing dentists in the state and, accordingly, is the **ONLY** true measure of how you compare to the best of the best!! We are proud to announce our 99% dental practice success.

To receive a complimentary assessment of your dental office's performance, send us your 2012 detailed P&L and choose the high performing group (zip code, county, or dental school) you would like to be compared against.

You may be surprised...

Featured Speaker: Ed Cooney
President, Affinity Bank

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