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Dentistry Clinic

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The points of view expressed in this study reflect the author opinion.

Summary

This study assesses the setup of a dentistry clinic in a Lebanese rural or remote area. A generalist or a specialized dentist, and a member of the Order of Dentists in Lebanon will run the clinic.

The study shows that a small dentistry clinic run by a professional can be viable despite the very tough price-based competition that characterizes the industry today. The dentist would most probably start operating without any assistance, but possibly with help from a family member.

A major issue pertaining to dentistry care nowadays in Lebanon is related to the deteriorating socio-economic conditions of the people. Many are asking their dentists for credit facilities, which is very tough to refute in hard times, given especially the tremendous competition in the market. One of dentists' main problems today is therefore related to the unavailability of cash.

Another problem that dentists have to face pertains to tough competition, not only from dentists operating private clinics, but also from dispensaries supplying very low-cost dental care.

Taking into consideration the pricing and payment practices in the dentistry business, the assessment of the profitability of a dentistry clinic in a Lebanese rural area leads us to the following main conclusions :

The dentist would have monthly income that varies, in the first year of operations, between 475 and 700 \$US.

This monthly income would reach 700 \$US to 1 300 \$US five years later, if we consider the hypotheses in the average, best-case and worst-case scenarios envisaged in the study.

Note : this study is based on information and data provided by several dentists, namely: Dr. Elie Nasser (Beirut, Zahle), Dr. Maroun Boulos (Rmeily), Dr. Amin Choueiry (Beirut, Zahle), Dr. Said Acra (Saida).

1- Description of the project