

Q2 2026 Performance Workbook — How Each Tab Was Built

Q2 2026 vs Q2 2025 · Dental Intel + Growth Readiness audits + PeerLogic · Workbook: Q2-2026.xlsx on the Hub

One workbook, two jobs: tabs 1–5 report how the network performed in Q2; tabs 6–7 turn that into a focused working list. The ask is at the bottom of this page.

Tab	What it shows	How it was built / selected
Summary	Network Q2 2026 vs Q2 2025 totals — production, new patients, online scheduling.	Rolled up from the Dental Intel Q2 exports (pulled 7/6–7/7/26); every location matched to the SGA crosswalk.
All Locations	Every DI-matched location (213) with Q2 YoY production and NP change.	Straight YoY comparison of the two Q2 exports — no filtering or scoring. Start here to look up any single practice.
Top 20 / Bottom 20	Biggest YoY improvers and decliners across the network.	Ranked by combined production + NP YoY performance. All brands and categories included.
Online Scheduling	Locations where DI online bookings dropped YoY.	Each drop is checked against Neuraity launch status — a “drop” after a Neuraity go-live may just be bookings moving off DI.
FY Context	FY 2025 production vs YTD 2026 pace, plus online-scheduling volumes and Neuraity status.	Full-year framing so a bad quarter can be read against the year's trajectory.
Marketing Focus	The working list: Top 20 General practices where marketing effort should recover the most revenue. PGP + ROD named on every row.	Composite Focus Score (see box below) over all 36 open General practices with declining Q2 production. Advanced Care runs as a separate track and is excluded here.
Focus Detail — Ops	The same 20 practices with the operational metrics behind the score.	Hygiene re-appointment % and NP case acceptance % (Q2 2025 → Q2 2026 with change), NP call conversion and missed-call % from PeerLogic. “n/a” = not on PeerLogic Analytics.

The Focus Score (Marketing Focus tab)

35% annualized Q2 production-decline opportunity (\$) · **20%** new-patient YoY decline · **25%** audit fixability (website + GBP headroom) · **5% each** hygiene re-appointment %, NP case acceptance %, NP call conversion, missed-call %

Each component is scored 0–100 against the candidate pool, then weighted. Eligible: General practices, open, Q2 production down YoY. Declines steeper than 50% are discounted as likely structural (provider loss, not marketing). Practices without PeerLogic call data score the pool median on those two metrics — no penalty, no boost. Structurally excluded: Van Scoyoc Sanford, North River Cleveland, Tempe Smiles.

What we need from you

Review the 20 practices on the Marketing Focus tab with your Market Manager and help us narrow to the **final 10** — you know which declines have a story the data can't see (provider changes, staffing, construction). General track: Jenn Freemyer + Kelly Caldwell (current list load: Jenn 11 · Kelly 9). Advanced Care runs separately under Dakota Milner — 4 AC practices were removed from this list for that reason (Dental Center of Florence, Dakota Dental, Wagner, Allure).