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When a DSO Calls.....

Notice we said when, not if.

As the owner of a successful dental practice, you can expect to hear from a DSO (Dental Service Organization or "Corporate Dentistry") any day now, if you haven't already.

In an attempt to achieve rapid growth, these organizations are hiring outside groups to track down practitioners who might be willing to sell. They are using every technique from cold calling, to letters, to reaching out to you on social media.

And the fact is, these DSOs know that a dentist without representation will typically be naive to the true value of their practice. They also know that an unrepresented dentist will be more likely to divulge information, and more likely to sell at a lower price.

If exploring a relationship with a DSO is something you might like to consider, please get in touch with us first. Call your Rosen representative or reach out to our affiliate, MORR Dental Solutions, directly at 508-475-3800. The industry experts at MORR can help you identify the right approach, the right price, and the right DSO for you.

Don't take that phone call until you're ready.

The Partners of Rosen & Associates, LLP