



Listings Report

Dental Pricing Analysis

April 2024

Who we are

Cleanbill is a healthcare directory with one simple aim: to increase healthcare accessibility.

We believe that healthcare is at its most accessible when you can see all your options and their costs before making a booking.

So, Cleanbill shows you just that.

What we do

We collect basic background, pricing, location and contact information for every single healthcare practice of a given speciality nationwide.

Then we put it all on cleanbill.com.au.

Australians can then search Cleanbill to find every single healthcare practitioner around them and filter those results by the price of their basic services. In one simple, free search, Australians can see every healthcare practitioner around them and find one that meets all their affordability and accessibility criteria.

What this report is

Cleanbill currently lists full information, including basic pricing and availability information, for every single dental clinic we've been able to find across Australia.

All 6,268 of them.

As we were collecting the data for these clinics, we started to cotton on to two major trends:

1. Where you live impacts how affordable it is to receive dental treatment in your immediate area; and
2. Despite the above, there are a lot of clinics all around the country that offer new patients a full-service initial appointment at a lower rate than is otherwise available.

We wanted to see how accurate our initial observations were because, if we were on the money, information, not location, would then be the key to finding an affordable, available dentist around you.

And we were on the money.

This Report aggregates our national dental database by Local Government Area (LGA) to provide an insight into the different costs associated with seeing dentists for a new patient visit in different localities across the country. It then outlines just how prevalent clinics offering new patient offers have become on both a national and state-based scale, as well as how much can be saved by attending one.

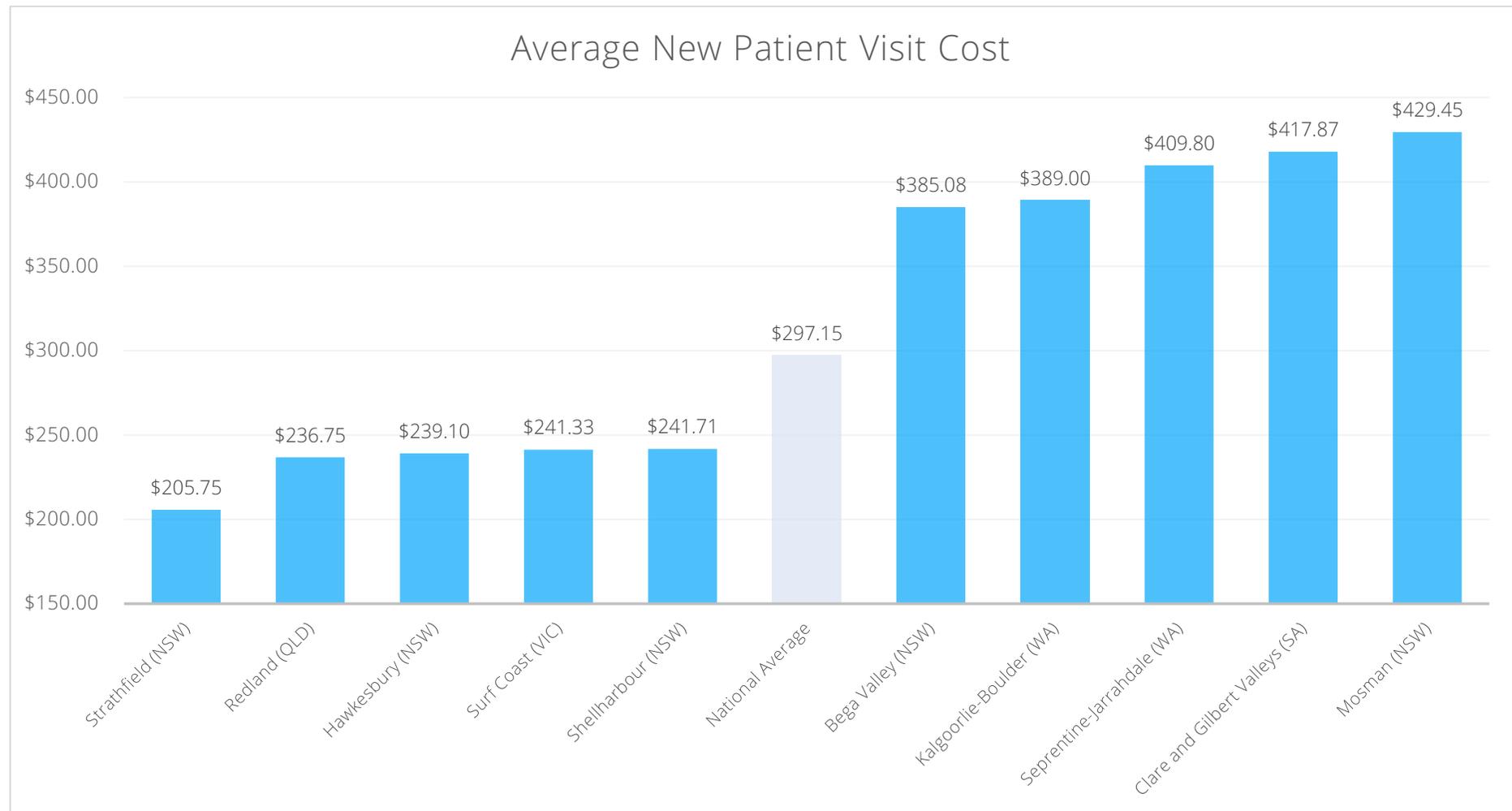
What the data means

Cleanbill's data reflects its listings; it aims to provide the best understanding of what every dental clinic around you would say if you, as an adult without private health insurance, asked for their pricing and availability information for a new patient check-up and clean during regular, weekday business hours. With this in mind, the definitions of the terms in this Report and the LGA Breakdown are as follows:

- Clinics Listed – the total number of clinics listed for the area, including those that either refused to provide a quote, that could not be contacted during their listed business hours or that were not taking on new patients.
- New Patient Offer Clinic – a clinic that discounts one or more of its New Patient Visit services for a patient attending the clinic for the first time.
- New Patient Offer Clinic % - the percentage of Clinics Listed within a given jurisdiction that provide a New Patient Offer to patients attending the clinic for the first time.
- New Patient Visit Cost - the average cost of a standard check-up (ADA Item 011), clean (ADA Item 114) and, where offered, fluoride treatment (ADA Item 121) and two bitewing x-rays (ADA Item 022), for an adult patient without private health insurance, accessing these services on a weekday.
- New Patient Offer Cost – the average cost of a New Patient Visit at a New Patient Offer Clinic.

Breakdown – Local Government Areas

New Patient Visit Costⁱ

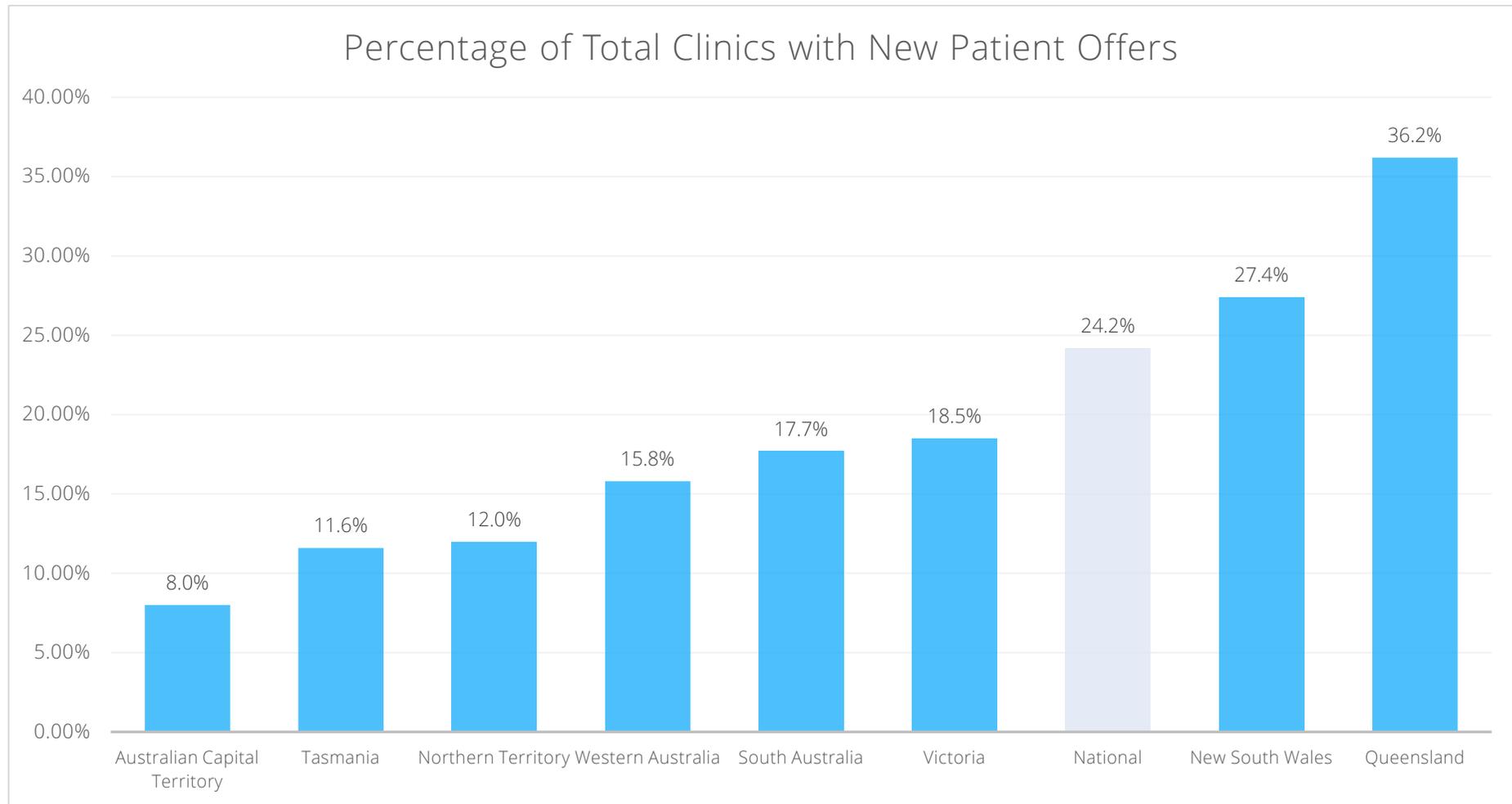


Overview – New Patient Offers

Area	Clinics Listed	New Patient Offer Clinics	New Patient Offer %	New Patient Visit Cost	New Patient Offer Cost
National	6,268	1,518	24.2%	\$297.15	\$222.08
New South Wales	2,221	609	27.4%	\$289.46	\$225.81
Victoria	1,652	306	18.5%	\$302.04	\$228.14
Queensland	1,121	406	36.2%	\$278.57	\$208.95
Western Australia	645	102	15.8%	\$313.30	\$223.88
South Australia	418	74	17.7%	\$315.91	\$235.11
Tasmania	86	10	11.6%	\$339.04	\$225.20
Australian Capital Territory	100	8	8.0%	\$363.60	\$208.50
Northern Territory	25	3	12.0%	\$348.83	\$266.00

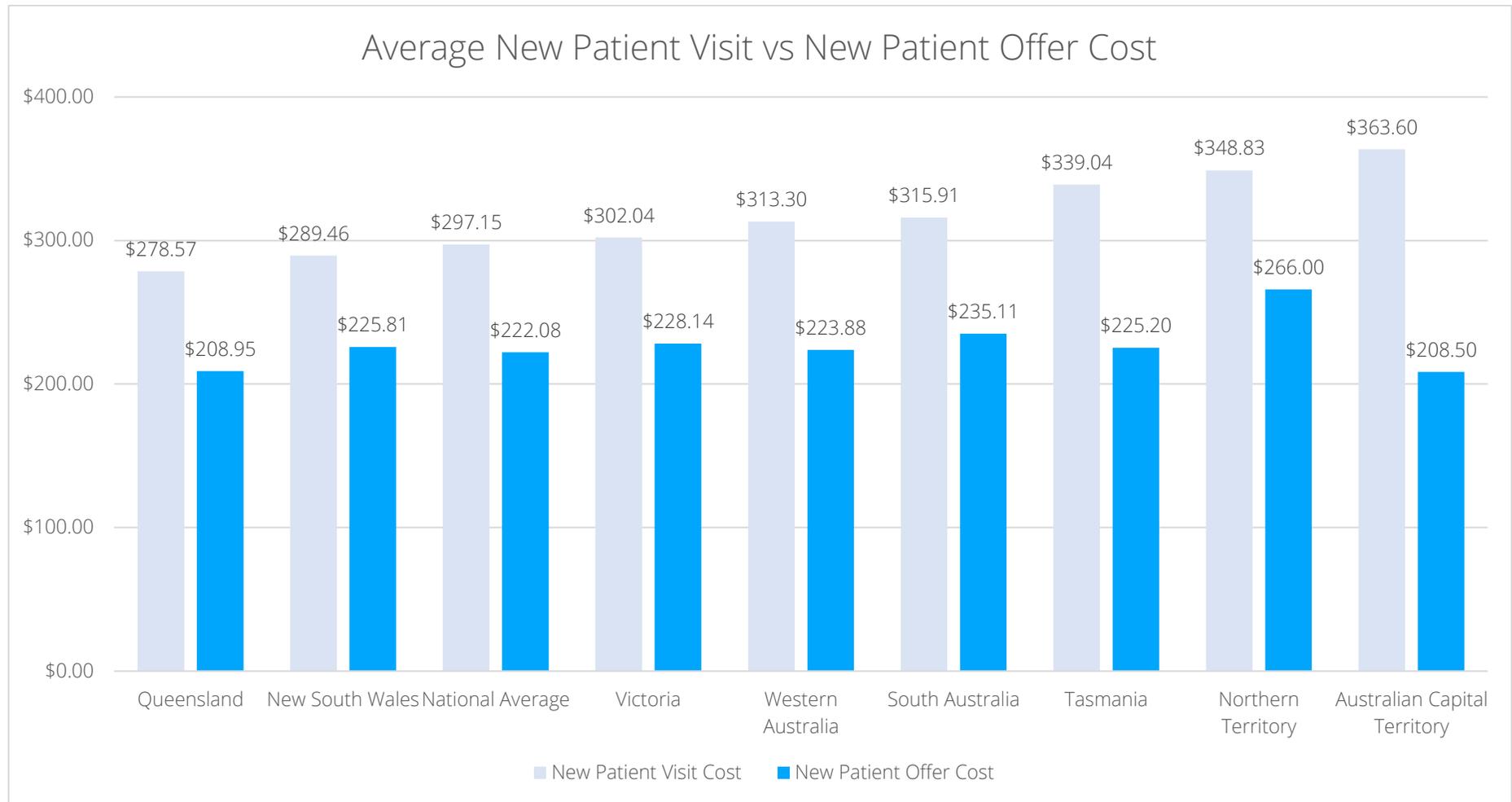
Breakdown – States and Territories

New Patient Offer %



Breakdown – States and Territories

Average New Patient Visit and New Patient Offer Costs



Conclusion

Our listing of every dental clinic we could find across Australia represents the only comprehensive survey of dentist billing practices ever conducted and provides important insights into the [state of dental care accessibility](#) across Australia.

Our findings from this work are two-fold:

1. Where you live matters. There are variances [of over \\$200](#) in the cost of seeing a dentist for the first time between LGAs [just 30-minutes' drive apart](#).
2. Despite these variances in pricing, almost one quarter of clinics have New Patient Offers that are [considerably more affordable](#) than a regular New Patient Visit.

Affordability can certainly be [a barrier](#) to accessing dental care. [Almost half](#) of all Australians over 15 (48.1%)ⁱⁱ [lack private extras cover](#) and have nothing to defray the cost of dental treatment. And these costs can lead Australians to not see the dentist at all, with [2.29 million Australians](#) not going to see the dentist because of cost in 2022-23 alone.ⁱⁱⁱ

But the ubiquitous nature of New Patient Offer Clinics means that this barrier [can be more easily cleared](#) if you can visit one of these clinics. People [just don't know where to find them](#).

That's why a service that shows people the cost of visiting every dental clinic around them is so [critical to ensuring that Australians can get access to affordable, timely dental care](#).

Without [Cleanbill](#), no such service exists.

Notes

ⁱ For the purposes of this Report, only LGAs with three or more quoted and available clinics have been included in our analysis.

ⁱⁱ <https://www.abs.gov.au/statistics/health/health-services/patient-experiences/latest-release>

ⁱⁱⁱ <https://www.abs.gov.au/statistics/health/health-services/patient-experiences/2022-23#data-downloads>