

MARKET SPOTLIGHT: FORSYTH COUNTY



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The Georgia Health Policy Center's study of Georgia's dental workforce defines a "dental professional shortage area" as a geographic area with less than one dentist for every 5,000 residents. While Forsyth County is not named as one of these areas, its population growth makes it a strong contender.

Forsyth County is the seventh fastest growing county in the nation, according to Forbes Magazine. In the past two years, the population grew 7.07%. What's the allure? It could have something to do with Forsyth County's award-winning schools, which boast the highest CRCT and ACT scores in the state. Perhaps it's because Forsyth County was named one of the 100 Best Communities for Young People by America's Promise Alliance in 2012. Whatever the reason, the demographics confirm that the population is growing. The population is educated (26% have attained at least a Bachelor's degree), employed and the average household income is nearly \$100,000. That's pretty impressive.

This doesn't make Forsyth a homerun for setting up shop. It's a large county with a lot of options, and just like any other site selection process, a great deal of consideration must go into each option. How many dentists are already in the area? How much do the residents there spend on dentistry? Who are my competitors? Where is my patient base concentrated? Our Dental Market Comparison can hone in on any geographical area to put real data behind selection of markets. We can also create maps to show patient base and existing practices.

In all, Forsyth County has:

- 270 dentists
- 196,079 residents in 2013
- Total dental revenues of \$205M

In the Greater Atlanta market, there are 5,793 dentists and 5.57 million residents. Total dental sales are close to \$4.30 billion. Sales per dentist are right in line in this submarket with the Metro area, but sales per resident are 36% higher in Forsyth.

As stated earlier, there are a lot of factors to consider when selecting a site and we've only scratched the surface here.

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