

Strategic Planning

What to Do With Our Practice Numbers



What does success look like?



What the hell is a KPI?



Could You Tell Me?

According to the AVMA, you should invest your time and energy in:

- 1. Practice Revenue**
- 2. Number of transactions or invoices**
- 3. Average client transaction**
- 4. COGs as a % of revenue**
- 5. Labor costs as a % of revenue (both professional and para-professional)**



Could You Tell Me?

1. What pace are new clients coming in at?
 - a. Where are they coming from?
 - b. Why are they coming in?
2. Has the number of patients treated grown year over year?
 - a. How many appointments did you see previously and how does that compare year over year?
3. What is your revenue growth % year over year?
 - a. What is driving the change? (+ or -)
4. Can I afford a new team member?
5. Can we add a new service?
 - a. What is the cost analysis?
 - b. What is the ROI requirement?



What Is Your Goal?



How Do You Talk To Your Team?



What Questions Do You Have?

