

Welcome To

Metrics & Goals

The Numbers Start The Story

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Know Your Numbers



Expenses

"Plans are nothing; planning is everything – Dwight D. Eisenhower"

Gathering Data: Profit and Loss Statement

- Make sure your expenses fall in the proper _____ when reviewing your profit and loss statement to help determine healthy levels for each category.

Questions to consider when projecting expenses for upcoming year:

Will I be purchasing new equipment?	
Will we add team members in the upcoming year?	
Adding new services?	
Is a loan close to pay off?	
Computer expansion or upgrade	



Setting Financial Goals

"A Goal without a plan is just a wish"

STEP #1

Once expenses are projected you have a baseline for determining what the practice needs to produce for the upcoming months. What are additional key factors to setting the goal?

1st _____

2nd _____

STEP #2

Determine How Many Doctor Days: _____

Determine How Many Hygiene Days: _____



Hygiene Production Should be _____% of overall office production.



KPI's

KEY PERFORMANCE INDICATORS

Common KPI's in the dental office are:

KPI	Why we track?
Gross Production vs. Net Production	
Gross Collections	
Collection Ratio	
Total Outstanding AR	
Patient AR	
Insurance AR	
NEW Patients	

Additional KPI's

No two KPI tracking systems are the same. KPI's should match your individual office goals and initiatives.

HYGIENE PROFITABILITY:

30% OF OVERALL

NEW PATIENT RETENTION:

NEW VS. EMERGENCY

Reporting, Monitoring, Tracking

Start with a Full Analysis of Your Business

1. Expense Analysis

2. Fee Analysis

3. Insurance Analysis

4. Hygiene Analysis

Which Reports To Run

STRATEGY

"A method or plan chosen to bring about a desired future, such as achievement of a goal or solution to a problem."

What are our barriers for building strategy in our practices?



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