

A woman with dark hair, wearing a bright pink blazer, is shown from the side, focused on her work. She is sitting at a desk and using a laptop. Her hands are visible on the keyboard, and she is wearing a pink ring on her finger. The background is a soft, out-of-focus grey. A white rectangular box with a thin pink border is overlaid on the upper part of the image, containing the main title.

# KPI Tracking *Insights to* Impact

5 Core Metrics  
that you  
absolutely need  
to track for your  
business

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DIVE IN YOUR OWN KPI'S





Hey, I'm Sheema

## I'M A THERAPIST, MARKETING PROFESSOR & AN ENTREPRENEUR AND A DATA GEEK!

I have over 20 years experience in marketing and sales strategy, in large multi-national organizations. I recently pivoted my career and have become a Registered Psychotherapist working in private practice.

With my expertise in leveraging data and insights, I'm here to help you master the art of measuring and analyzing key performance indicators. Get ready to enhance your decision-making process and drive success in your clinic!

SHINE<sup>\*</sup>  
WITH  
*Sheema*

# WHY METRICS MATTER



# WHY METRICS MATTER

Tracking your numbers isn't about being 'business-y'-it's about staying connected to what's working in your practice. When you understand your metrics, you can make smart, aligned decisions without burnout

First KPI = Key Performance Indicators, and they measure the success of your business.

But you have to determine what those are and why they are important to you and your business.

You are in a unique situation, where you get to decide how much money you want to make, how many hours you want to work.

First - determine your values, and set your goals, so you know what you want to track.



# What are your goals?

**S**mart

**M**easurable

**A**ttainable

**R**elevant

**T**imely



## **YOU ARE A BUSINESS**

Whether you're hustling in multiple clinics or running a cozy practice, it's all about you!

You are the face of the game, making you a walking brand. To ace the game, treat yourself like a full-blown business. Craft a killer mission, set goals, and tailor your services to match. But in order to do that you need to understand the data in your business and to make good decisions rooted in insight, that information is that much more important!

# WHAT TO TRACK



# KPI #1 - INCOME

Tracking income is a fundamental aspect of running a successful therapy practice. It provides critical insights that support financial stability, informed decision-making, compliance, and strategic growth, ultimately contributing to the overall success and sustainability of the practice.

- Financial Health and Stability
- Profitability analysis
- Tax compliance and planning
- Informed Decision making
- Understanding seasonal trends in your business to plan for.



## KP #2 - Hours Worked

Tracking hours worked is vital for therapy practice owners to ensure accurate billing, optimize productivity, maintain a balanced workload, ensure fair compensation, and comply with legal requirements. It also supports better client management, operational efficiency, and professional development, ultimately contributing to the success and sustainability of the practice.

Why it's important:

- Billing and revenue management
- Time management and productivity
- Workload balance
- Fair compensation
- Client management



## KP #3 - Expenses vs. Investment (ROI)

Tracking expenses and investments is crucial for therapy practice owners to maintain financial health, ensure compliance, and make informed decisions. General fixed expenses tend to what they are, however some of the other expenses that we consider marketing expenses, ensure that you are looking at them to see what the return has been like so far.

General rule of thumb is to make 3x your investment back, and fuels growth in to your business.



## KP #4- Conversion Rate

The concept of a "good conversion rate" for a therapist can vary depending on several factors, including the method of attracting potential clients, the niche of the therapy practice, and the specific goals of the therapist

### **Average Conversion Rate:**

General Therapy Practice: Around 20-30% is often considered a solid conversion rate for a general therapy practice. Niche or Specialized Therapy: For therapists specializing in niche areas or having a strong personal brand, conversion rates can be higher, ranging from 30-50% or more..



## **KP #5 - Retention Rate**

The percentage of clients who continue attending therapy sessions over a specific period (e.g., 3, 6, or 12 months).

### **Why It Matters:**

High retention indicates that clients feel safe, supported, and see value in your services. It also lowers your marketing costs, since keeping clients is cheaper than acquiring new ones.

### **Therapist Benchmarks:**

Average therapy retention can range from 50% to 70% over 6 months, depending on the population.

### **How to Use It:**

Track how many sessions clients typically attend before discontinuing.

Use exit surveys or check-ins to understand dropout reasons and improve experience.

# ANALYSIS & INSIGHT



# KPI #1 - INCOME

## Trends and Takeaways

- Q1 (Jan–Mar) was strong and growing, with a clear peak in March.
- Q2 (Apr–Jun) remained steady but June's dip in \$/hr suggests possible discounted or bundled pricing.

## Questions This Data Raises:

- What marketing or outreach occurred in March and June that led to peak hours?
- Is this summer lull typical? Could you offer seasonal programs or digital products to offset income dips?

	ANNUAL INCOME					
Month	JAN	FEB	MAR	APR	MAY	JUN
Hours	69.25	94.25	105	93.25	90	105
(HIST)	\$ 7,038.65	\$ 8,687.08	\$ 10,122.12	\$ 8,698.97	\$ 8,779.14	\$ 9,261.95
	\$ -	\$ 178.75	\$ 292.50	\$ 162.50	\$ 130.00	\$ -
Revenue	\$ 7,038.65	\$ 8,865.83	\$ 10,414.62	\$ 8,861.47	\$ 8,909.14	\$ 9,261.95
Fee	\$ 99.21	\$ 122.58	\$ 122.66	\$ 139.84	\$ 191.54	\$ 191.81
Rate	\$ 101.64	\$ 94.07	\$ 99.19	\$ 95.03	\$ 98.99	\$ 88.21
Average	\$ 6,939.44	\$ 8,743.25	\$ 10,291.96	\$ 8,721.63	\$ 8,717.60	\$ 9,070.14

# KPI #2 - Hours Worked

## Takeaways & Trends

- Consistently working ~90+ hours/month — very sustainable and well-managed.
- SYJ is the most reliable clinic, trending upward and reaching 80%+ utilization.
- LCC and SWS are underperforming
- On track to surpass \$100K in revenue this year

CLICK ON EACH BOX AND A DROP DOWN MENU WILL APPEAR WITH YOUR CLINIC NAMES							
	MON	TUE	WED	THU	FRI	SAT	SUN
8:00 AM							
8:30 AM							
9:00 AM							
9:30 AM							
10:00 AM							
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM							
12:30 PM	SYJ	Centennial	SYJ	SYJ	LCC		LCC
1:00 PM	SYJ	Centennial	First Session	SYJ	LCC		LCC
1:30 PM							
2:00 PM		Centennial	First Session	First Session	LCC		LCC
2:30 PM							
3:00 PM							
3:30 PM							
4:00 PM	SYJ	SWS			SWS		
4:30 PM							
5:00 PM	SYJ	SWS	SYJ	SYJ	SWS		
5:30 PM							
6:00 PM	SYJ		SYJ	SYJ			
6:30 PM							
7:00 PM			SYJ	SYJ			
7:30 PM							
TOTAL	4	5	4	4	5	0	2

CLINIC	Average Weekly Hours		
	L24 WKS	L12 WKS	L4WKS
SYJ	8.3	9.6	10.83
LCC	2.5	1.9	1.7
SWS	1.7	0.0	0.0
First Session	2.0	2.4	2.8
Greenshield	0.38	0.25	0.25
TOTAL	14.85	13.58	15.67

ANNUAL INCOME BY MONTH							
Month	JAN	FEB	MAR	APR	MAY	JUN	JUL
# of Hours	69.25	94.25	105	93.25	90	105	53.5
Price (X HST)	\$ 7,038.65	\$ 8,687.08	\$ 10,122.12	\$ 8,698.97	\$ 8,779.14	\$ 9,261.95	\$ 5,937.64
HST	\$ -	\$ 178.75	\$ 292.50	\$ 162.50	\$ 130.00	\$ -	\$ -
Gross Revenue (Includes HST)	\$ 7,038.65	\$ 8,865.83	\$ 10,414.62	\$ 8,861.47	\$ 8,909.14	\$ 9,261.95	\$ 5,937.64
Stripe Fee	\$ 99.21	\$ 122.58	\$ 122.66	\$ 139.84	\$ 191.54	\$ 191.81	\$ 89.51
\$/hour	\$ 101.64	\$ 94.07	\$ 99.19	\$ 95.03	\$ 98.99	\$ 88.21	\$ 110.98
What should be deposited?	\$ 6,939.44	\$ 8,743.25	\$ 10,291.96	\$ 8,721.63	\$ 8,717.60	\$ 9,070.14	\$ 5,848.13
Intake / Consult	3.5	3.5	2.0	3.0	5.0	3.0	0.5

INCOME SIMULATOR							
Clinic Name	GOAL HOURS	Actual Trend	# of WKS WORKING	Avg Rate	POTENTIAL INCOME	Projected Income	Unitilization
SYJ	14	11.3	48	\$ 131.46	\$ 88,341.58	\$ 75,721.35	80%
LCC	6	2.6	48	\$ 96.29	\$ 27,732.59	\$ 13,866.29	44%
SWS	4	0.0	16	\$ 125.00	\$ 8,000.00	\$ -	0%
First Session	3	2.6	48	\$ 110.39	\$ 15,896.17	\$ 15,896.17	88%
Greenshield	0	0.5	24	\$ 72.00	\$ -	\$ 1,728.00	
Centennial	3	0.0	21	\$ 116.84	\$ 7,360.92	\$ -	
Total	30	17	\$ 133.35		\$ 147,331.26	\$ 107,211.82	57%

## KPI #3 - EXPENSES + ROI

### Trend & Takeaways

In the first year of working with First Session

- First Session Investment = \$500.00
- First Session Revenue to date: \$9,000
- ROI = 18:1
- **Good Investment**

Psychology Today Investment

6 months x 34.95 = \$209.70

Revenue from Psychology Today Clients =  
\$5300

ROI = 25:1

**Good Investment**

Psychology Today



## KPI #4 - CONVERSION

### Trend & Takeaways

Conversion Rates across all clinics is 40.9% which is on par than my goal of 40%

Highest clinic conversion rate is First Session with 60% and both SYJ and LCC at 38%

Count of Type of Session			
Clinic	First Session	SYJ	LCC
No	2	5	4
Yes	3	3	3
<b>Grand Total</b>	<b>5</b>	<b>8</b>	<b>8</b>
Conversion Rate	60%	38%	38%

CONVERSION RATES		
Intakes	Converted to Client	Conversion %
22	9	40.9%
Last year, my conversion rate was 35%		

# KPI #5 - RETENTION

## Trend & Takeaways

Clients at Start: 39

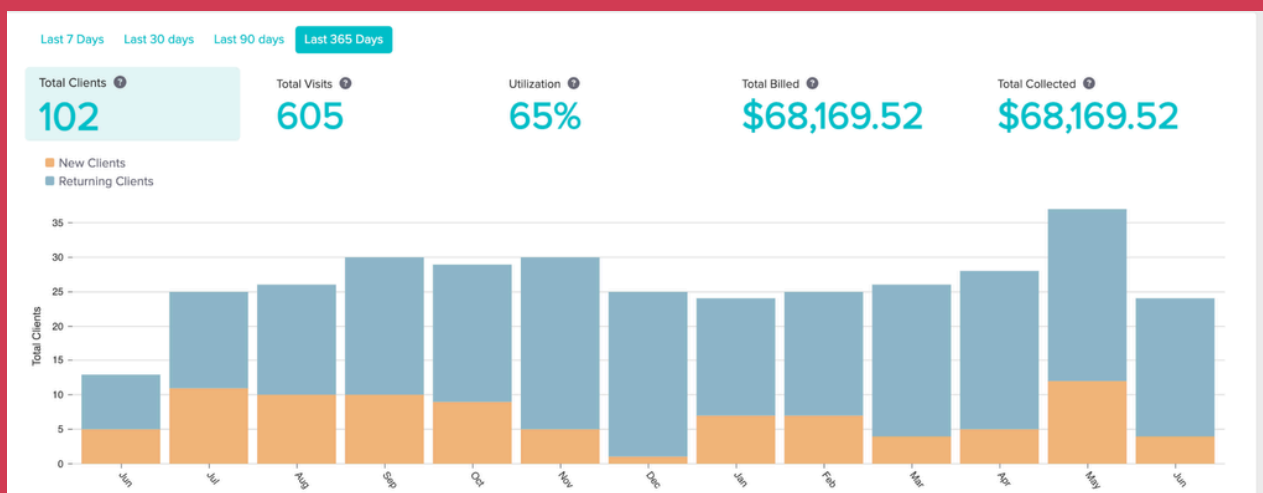
New Clients This Year: ~75

Clients Still Active Now: 102

Using the formula: Retention Rate = 69.2%

Interpretation:

My client retention rate is ~69.2%, which is strong for a private practice — especially given industry averages often range between 50–70% depending on client population and treatment model.



# INSIGHT TO IMPACT OR IMPLICATION



Insight	Implication / Action Item
<p><b>SYJ is the most reliable clinic</b>, trending upward and reaching <b>80% utilization</b>.</p>	<p>Consider increasing availability at SYJ by reallocating underutilized hours from LCC or SWS to maximize ROI.</p>
<p><b>March and June saw peak hours</b> – what marketing or outreach occurred then?</p>	<p>Audit your marketing efforts, referrals, or seasonal patterns during those months and replicate them for future growth.</p>
<p><b>LCC and SWS are underperforming</b>, with low utilization and zero booked hours at SWS.</p>	<p>Reevaluate or reduce hours at these clinics; explore new referral sources or replace with higher-converting programs.</p>
<p><b>On track to surpass \$100K in revenue</b> this year, based on Jan–June trends.</p>	<p>Reinforce this milestone by planning for scalability—invest in digital products, group offerings, or passive income streams.</p>
<p><b>Clinic conversion rates average 40.9%</b>, aligned with your goal. First Session leads with <b>60%</b>, while SYJ and LCC are at <b>38%</b>.</p>	<p>Analyze First Session’s intake or referral practices and adapt for SYJ and LCC to raise overall conversion effectiveness.</p>

DIVING DEEP IN YOUR  
OWN METRICS

# Your Own Metrics

## 1. Monthly Hours & Revenue Overview

Month	Hours Worked	Income Deposited	Avg \$/Hour	
January				
February				
March				
April				
May				
June				

## Insights/Notes

# Your Own Metrics

## 2. Clinic Utilization & Conversion Rates

Clinic Name	Hours Blocked (Weekly)	Avg Hours Used	Conversion Rate (%)	Notes / Next Steps
Clinic 1 (e.g. SYJ)				
Clinic 2				
Clinic 3				

### Insights/Notes

# Your Own Metrics

## 3. Insights & Actions

Reflect on what your data is telling you.

Insight	Implication or Action Item
What trend or shift have you noticed?	What will you do about it?

## Insights/Notes

## Your Metrics

Other Questions to consider:

- What months or clinics are outperforming? Why?
- Where are you over-scheduled or underutilized?
- What small changes could increase income or reduce effort?
- Are there seasonal dips? What could you plan in advance for those months (e.g. digital products, groups, time off)?
- Are your current services aligned with your ideal client and income goals?



*Thank you!*

## Conclusion

I know you might feel overwhelmed...learning something new can be daunting, but understanding your core metrics is crucial to growing your business.

As long as you stay consistent, put in the work, and apply these fundamentals to your business, you can experience growth and profitability in your business.