

THE METRIC MASTERY PLAYBOOK:

The Clinic Calculator™

Objective

This SOP outlines the steps to create and utilize a Return on Investment (ROI) calculator for clinic management to visualize and improve clinic performance.

Key Steps

Step 1: Make a Copy of the ROI Calculator

- Open the ROI calculator spreadsheet.
- Go to the 'File' menu.
- Select 'Make a copy'.
- Rename the file to include your clinic name (e.g., 'My Clinic Name Calculator').
- Save the copy to your Google Drive.

Step 2: Input Current Clinic Data

- Identify your current average treatment price (e.g., £42 in Scotland or £68 in London).
- Enter your current weekly visit count (e.g., 100 visits per week).

Step 3: Set Target Goals

- Determine your target weekly visit count (e.g., increase from 100 to 200 visits).
- Observe the projected annual revenue change based on this target.

Step 4: Analyze Incremental Changes

- Consider how small changes (e.g., increasing visits by 20) can significantly impact revenue.
- Calculate the additional revenue generated from these changes.

Step 5: Adjust New Patient Goals

Set a goal for new patient intake (e.g., increase from 10 to 15 new patients per week).

- Monitor the impact of this change on overall clinic performance.

Step 6: Improve Conversion Rates

- Assess your current conversion rates for new patients and set improvement targets (e.g., from 30% to 60%).
- Implement training for staff to enhance communication and service value.

Step 7: Manage Cancellation Rates

- Review your current cancellation rate (e.g., 20%) and set a target to reduce it (e.g., to 5%).
- Develop strategies to minimize cancellations.

Step 8: Set Long-Term Goals

- Establish long-term goals for clinic performance (e.g., increasing weekly visits from 600 to 700).
- Break down these goals into manageable targets for each team member.

Cautionary Notes

- Ensure that you do not alter the original ROI calculator template to maintain its integrity for other users.
- Regularly review and update your goals based on clinic performance and market changes.

Tips for Efficiency

- Schedule regular check-ins with your team to discuss progress towards goals.
- Use the ROI calculator as a visual aid during strategy meetings to keep everyone aligned.
- Encourage team members to share insights and strategies that have worked for them in achieving their targets.