

**ARE YOU
MANAGING
YOUR PRACTICE
LIKE A BUSINESS?**



Are You Managing Your Practice Like a BUSINESS ?

Even if you don't consider yourself to be a business person, it's important to put certain reporting mechanisms in place to make sure you have visibility into the overall health of your practice.

Here's a few of the metrics we're referring to:

1. Cancellation / No Show Rates
2. Clinical Productivity
3. Referral Conversion Rates
4. Revenue per square foot
5. Revenue per full-time clinician

Unfortunately for us, it's not enough to get a measurement of only one point in time... such as once a month or once annually... To enhance your success as a private practice owner, discipline will be required, and you must develop a system to measure these numbers on a daily, weekly, monthly and annual basis so you can respond to trends, before they become problematic.

Also, the last two numbers...

- **Revenue per square foot**
- **Revenue per full-time clinician**

...are the two MOST IMPORTANT metrics influencing your profit margins.

Most are not aware of this.



Do you know how much revenue your practice should be generating per square foot or per full-time clinician in your business?

We do... and were willing to share with you...

Attend a FYZICAL Discovery Day event to learn all of these metrics and more. Events are FREE - and the only place you'll be able to get a MBA-level business education in a day!

**CLICK HERE
TO REGISTER FOR
FYZICAL DISCOVERY
DAY**





FYZICAL[®]
Therapy & Balance Centers



12 VITAL STATS

- #1 Referrals v. Goal 100%
- #2 Conversion Rate Per Month 85%
- #3 Cancel / No-show Rate +10%
- #4 Visits Per Case 1.5
- #5 Units Per Visit 1.5
- #6 Evals Per PT / Week 1.5
- #7 Center Evals v. Goal 100%
- #8 Visits Per Practitioner FTE 1.5
- #9 Center Revenue \$250,000

**SCHEDULE CALL TO
RECEIVE THESE METRICS**