

# PRACTICE OVERVIEW REPORT

November 2021

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## Demo Practice

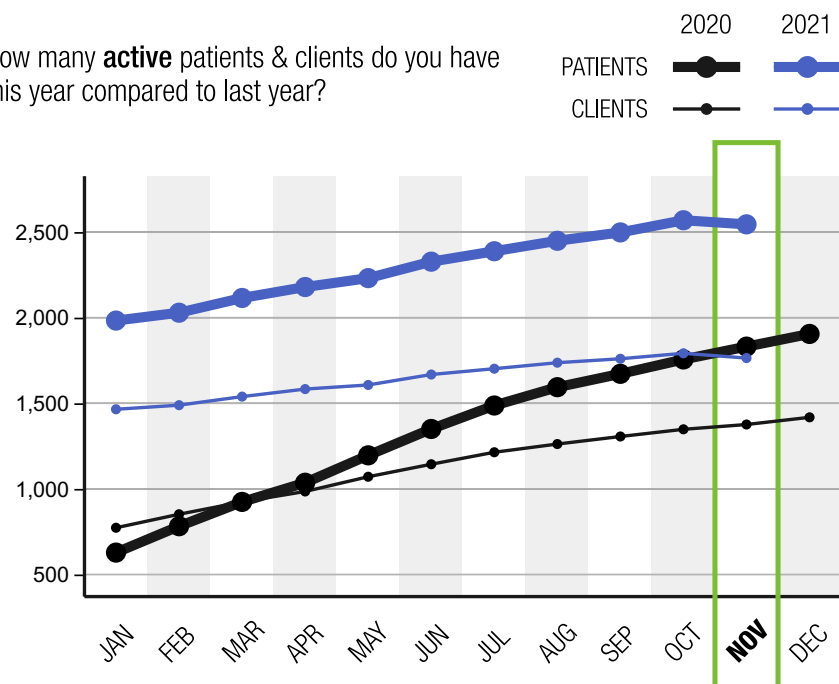
Kamrenport, KS



[- YoY Practice  
Summary](#)

## ACTIVE PATIENTS & CLIENTS

How many **active** patients & clients do you have this year compared to last year?

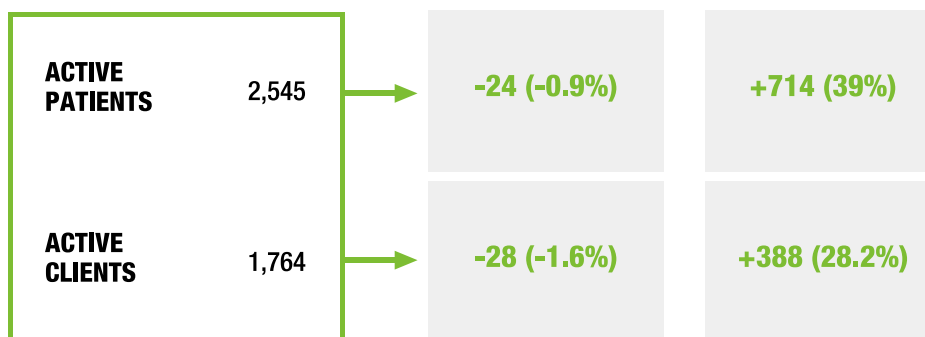


## NOVEMBER 2021

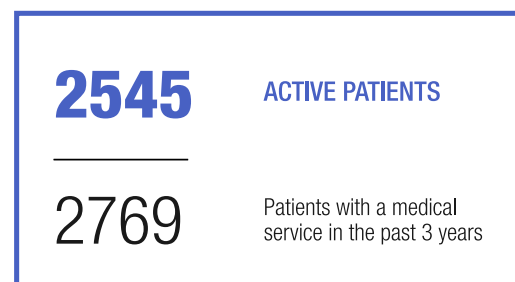
What is an active patient & client?



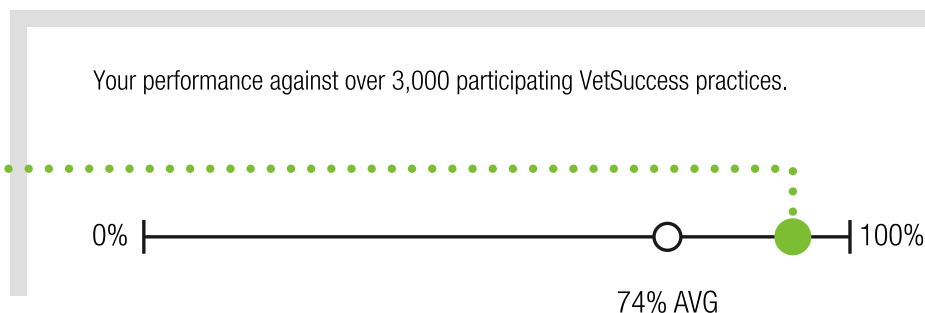
### CURRENT MONTH



Are you seeing your patients on a regular basis?



### BENCHMARK

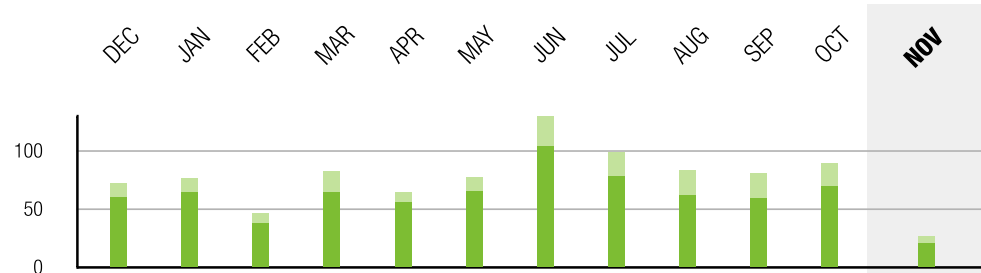


## PATIENT ACTIVITY DETAILS

How healthy is your practice: Are you attracting **and** retaining patients?

### NEW

Patients with their first service this month

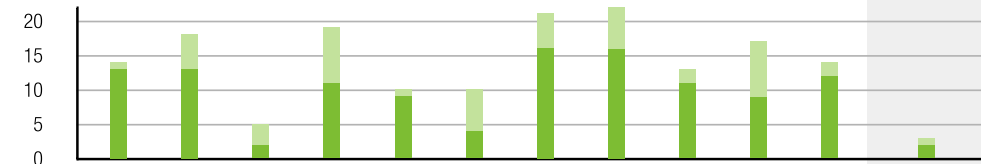


NOV 2021

**+26** +6 Felines  
+20 Canines

### RETURNED

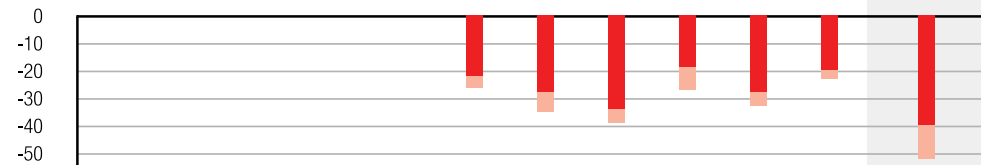
Previously lapsed patients who had a service this month



**+3** +1 Felines  
+2 Canines

### LAPSED

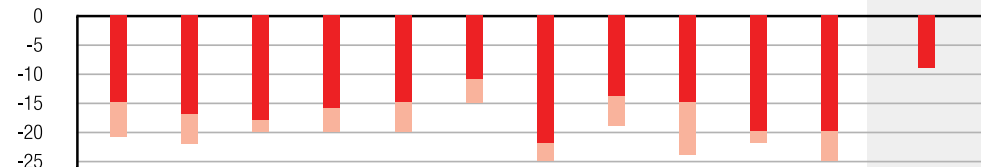
Patients who haven't had a service in 18 months



**-52** -40 Canines  
-12 Felines

### DECEASED

Patients recorded as deceased this month



**-9** -9 Canines  
0 Felines

Note: Deleting or changing patient and transaction records can also affect active patient totals month to month

## PATIENT BREAKDOWN

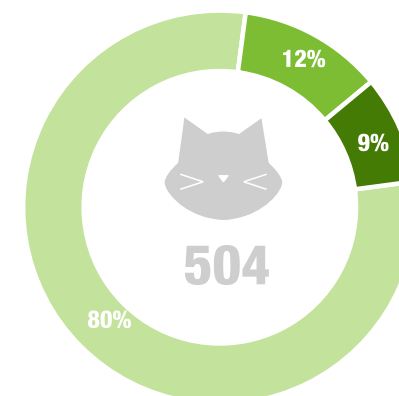
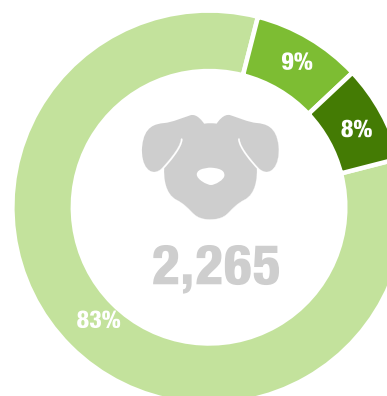
How many patients are recent, lapsing, and lapsed?

**Active  
Patients**

**2,282 Recent** 0-13 months since last medical service

**263 Lapsing** 14-18 months since last medical service

**224 Lapsed** 19+ months since last medical service



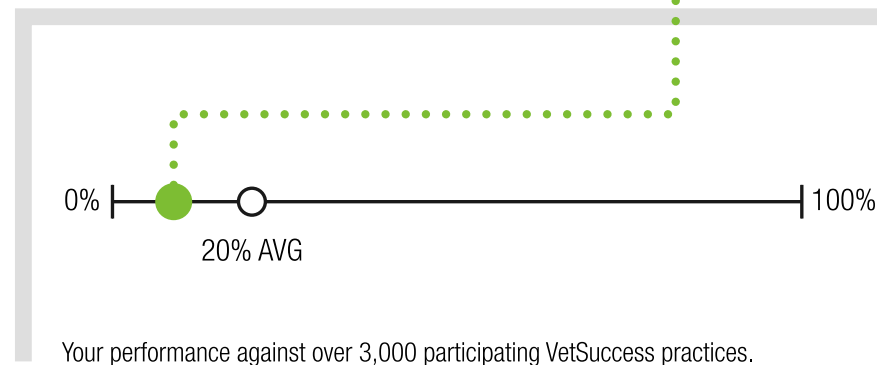
LAPSING						LAPSED																	
Months since last medical service	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33	34	35	36
Canine	46	36	33	42	47	40	20	27	19	34	26	15	0	0	0	0	0	0	0	0	0	0	0
Feline	13	10	14	10	12	12	3	4	8	5	7	4	0	0	0	0	0	0	0	0	0	0	0
Total Canine & Feline	59	46	47	52	59	52	23	31	27	39	33	19	0	0	0	0	0	0	0	0	0	0	0

## FORWARD BOOKING

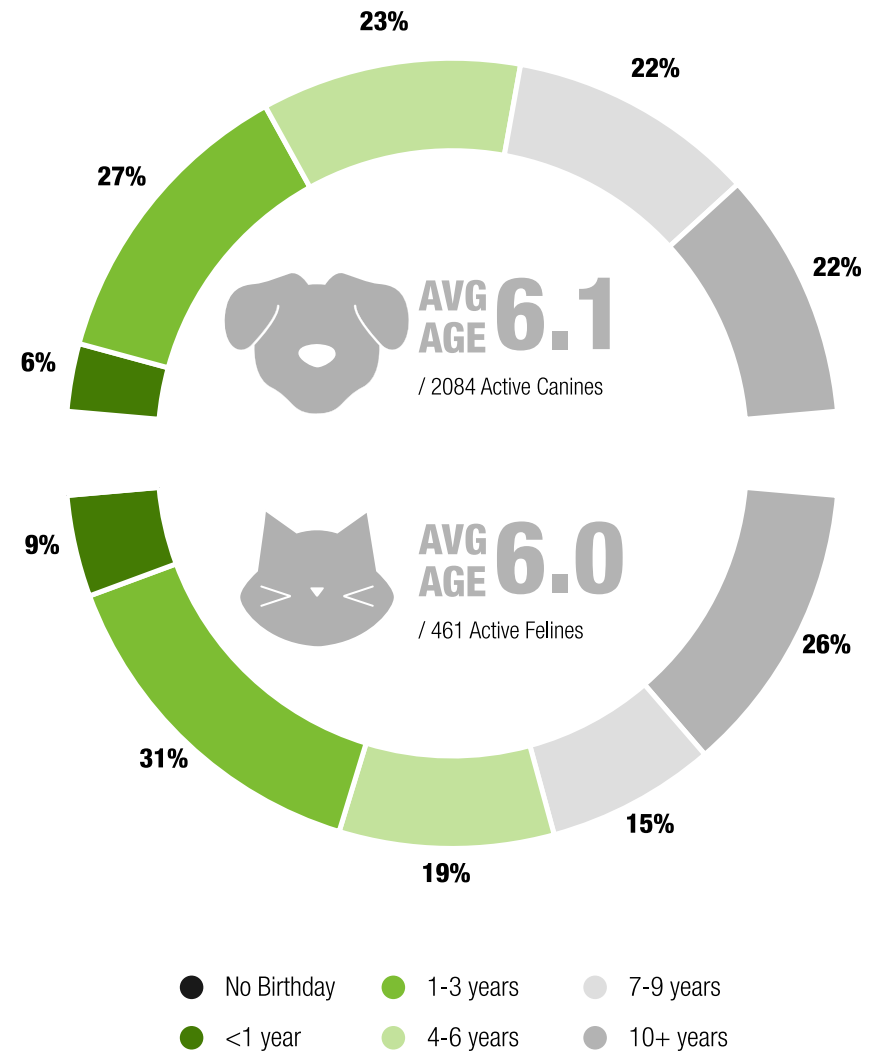
How many canines and felines with a transaction this month have an appointment date in the future?



### BENCHMARK



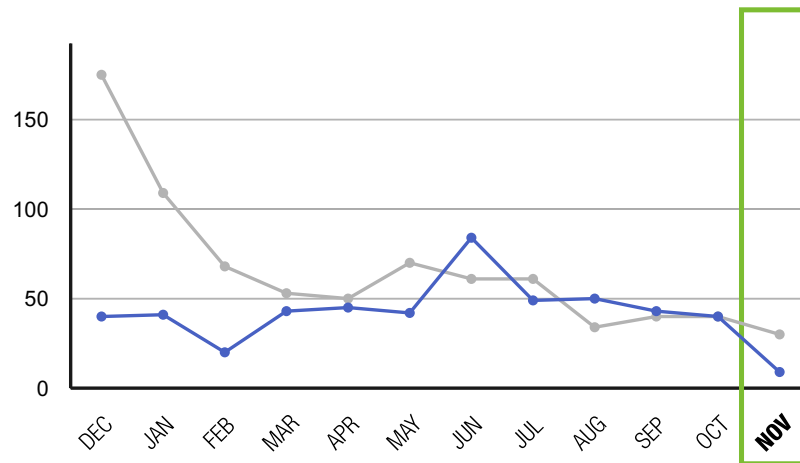
## PATIENT DEMOGRAPHICS



## NEW CLIENTS

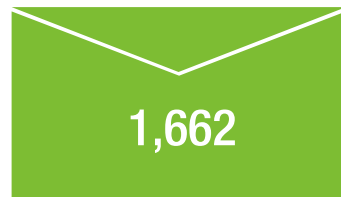
How many new clients is your practice gaining each month?

● Previous Year ● Current Year



Nov 2020: 30 Nov 2021: 9 (-70%)

## EMAILS ON FILE



/ 1,764 Total Active Clients

94%

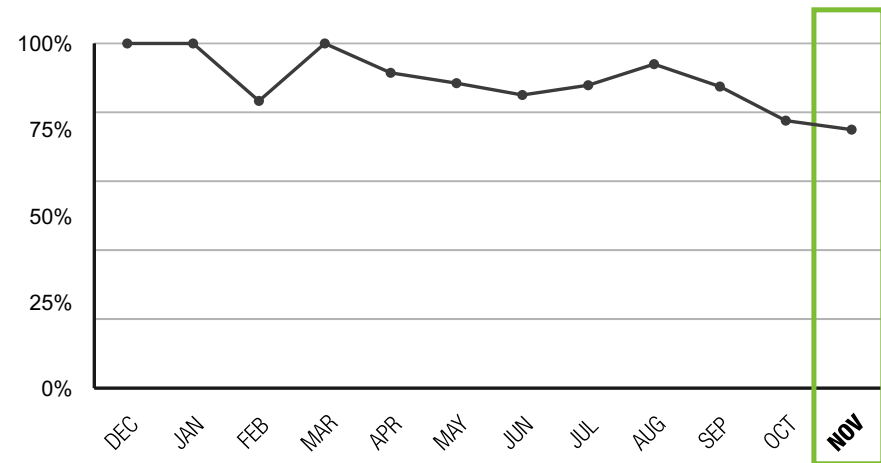
## NOVEMBER 2021



- Active Clients with No Email  
- Bonding Rate Appendix

## BONDING RATE

What percentage of your new clients who had their first visit 18 months ago have returned? How is this changing over time?



Your Performance:

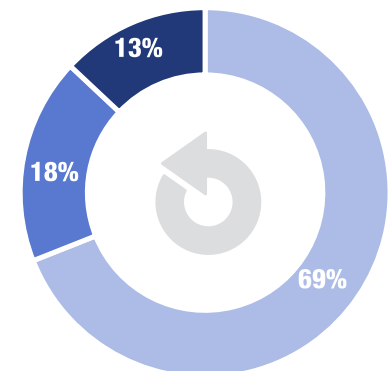
75%

Benchmark: 65%

## BONDING TIME

How long did it take your bonded clients to return?

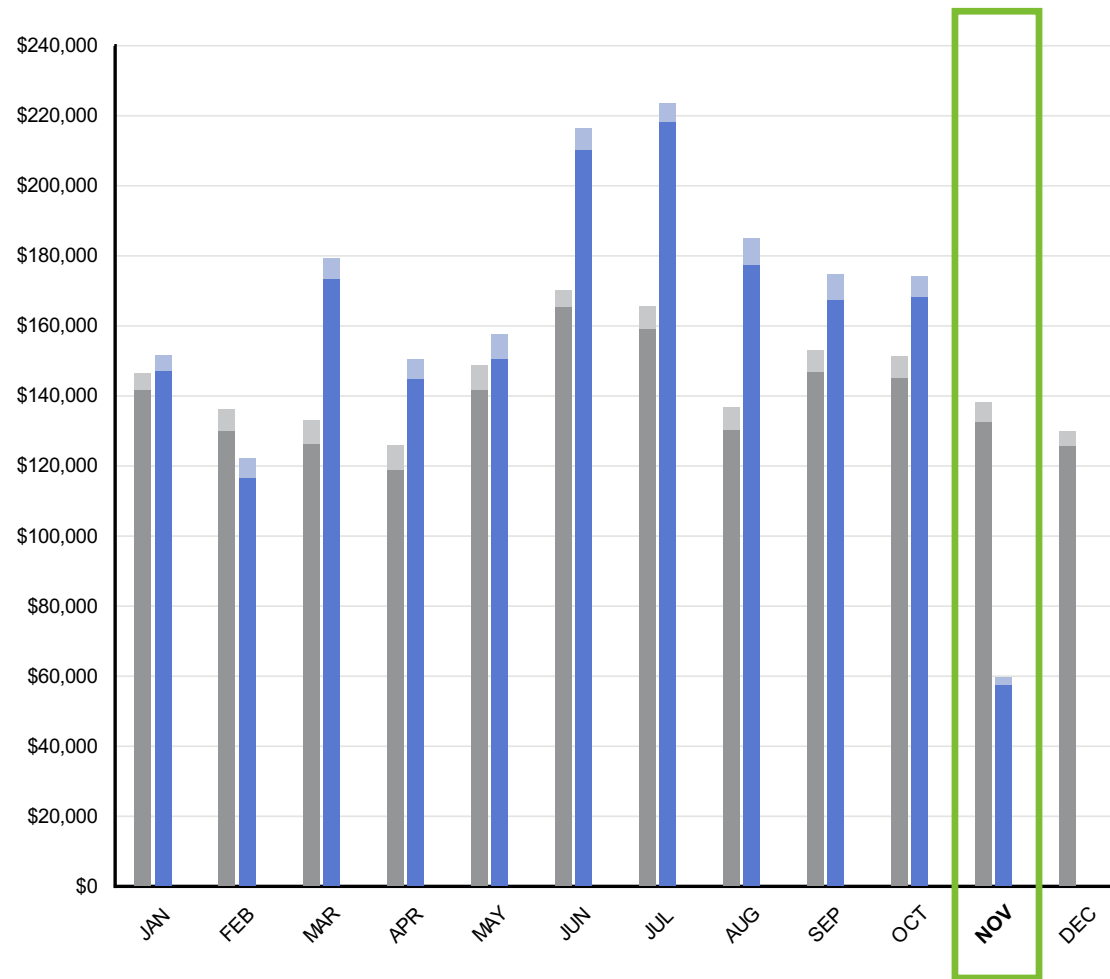
2-6 Months 7-12 Months 13-18 Months





## GROSS REVENUE

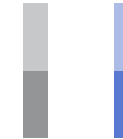
What was your gross revenue this year compared to last year?



Vetsource Revenue  
(if applicable)

In-Clinic Revenue

Previous Year    Current Year



**Nov 2021 Total:** **\$59,302**  
 » In-Clinic: \$57,302  
 » Vetsource: \$2,000

**-57%**

**Nov 2020 Total:** **\$137,925**  
 » In-Clinic: \$132,442  
 » Vetsource: \$5,483

**YTD Total:** **\$1,791,860**  
 » In-Clinic: \$1,728,785  
 » Vetsource: \$63,076

**+12%**

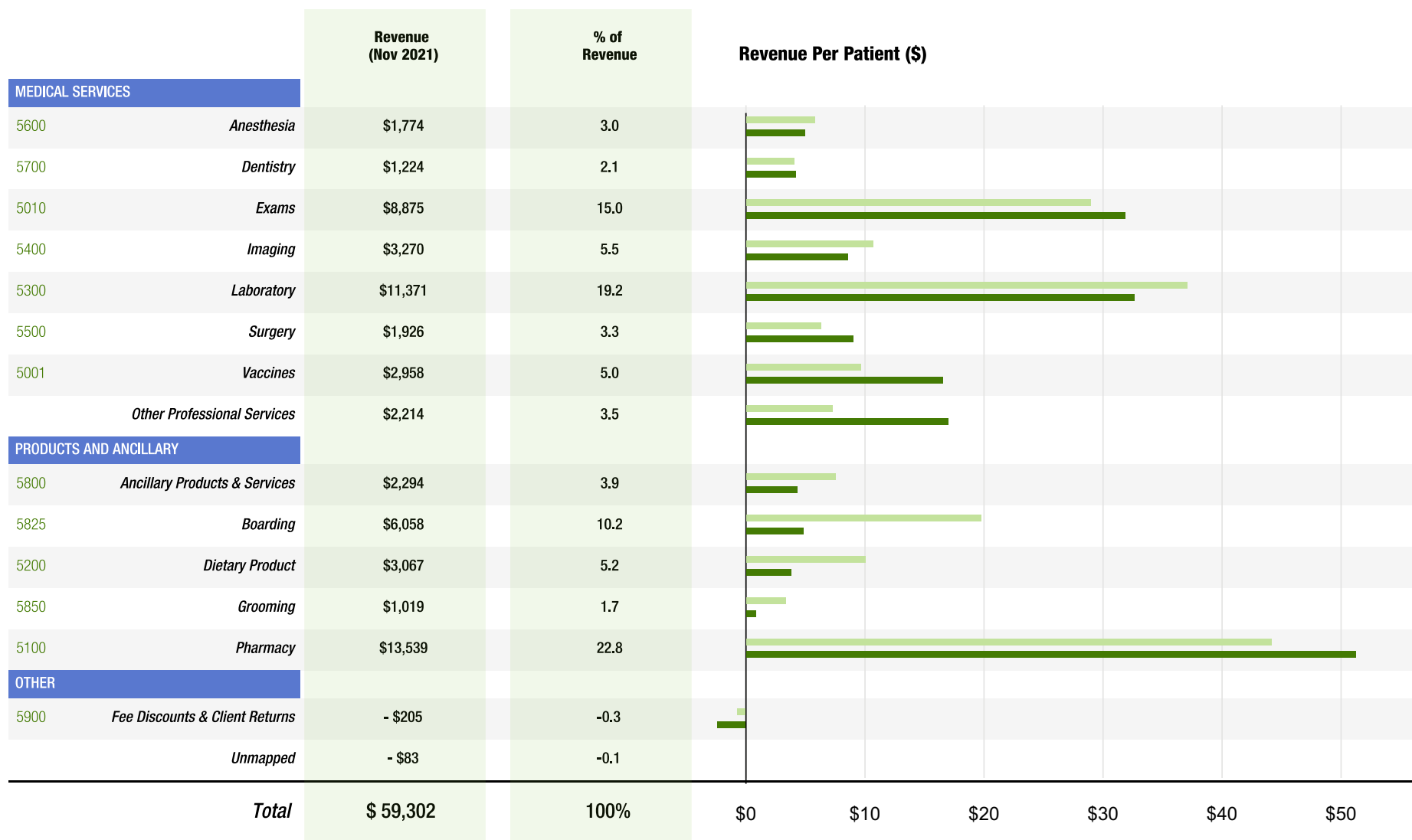
**Previous YTD Total:** **\$1,603,223**  
 » In-Clinic: \$1,535,301  
 » Vetsource: \$67,922

Note: Gross revenue calculations do not include adjustments



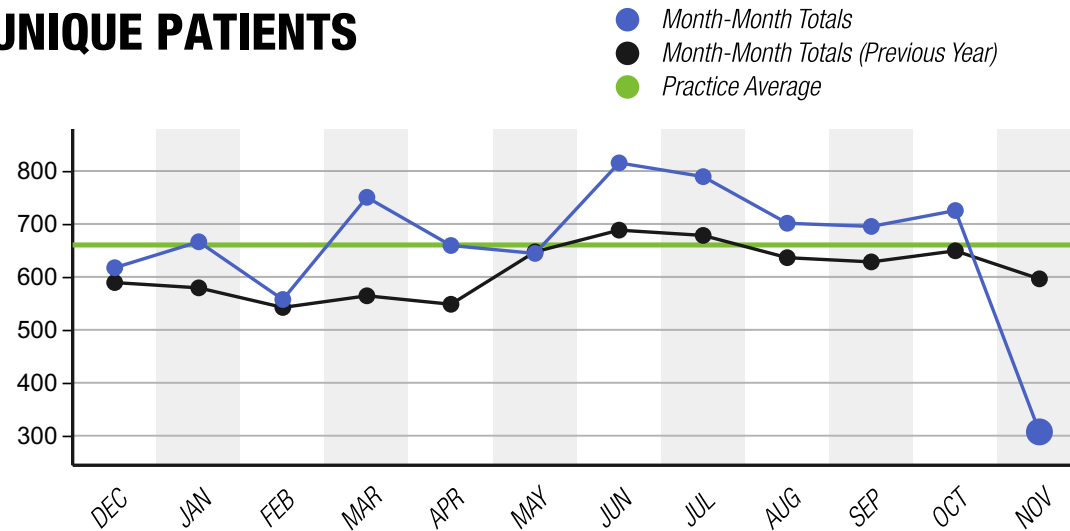
## STANDARDIZED\* REVENUE BREAKDOWN

Where do your dollars come from?





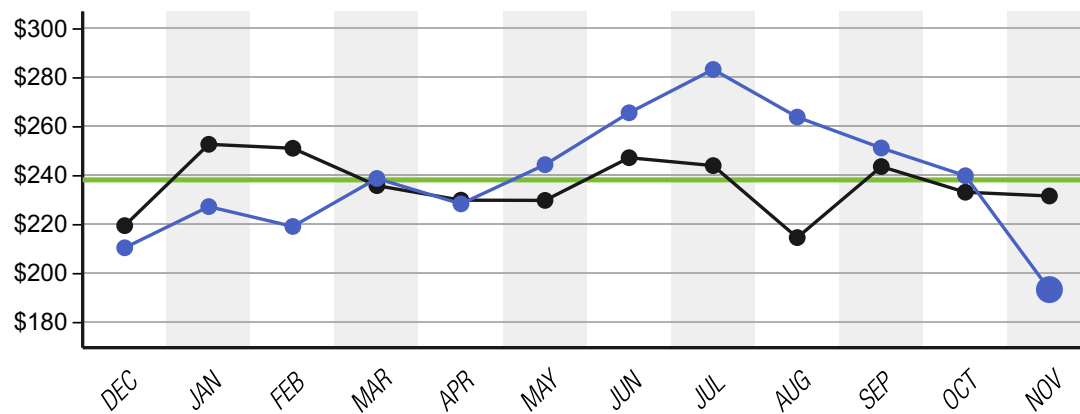
## UNIQUE PATIENTS



How many *unique patients* have had at least one transaction this month?

**307** THIS MONTH  
**660** ON AVERAGE IN THE LAST 12 MONTHS

## REVENUE PER UNIQUE PATIENT



What is the average dollar amount spent on each *unique patient*?

**\$193<sup>15</sup>** EARNED THIS MONTH  
**\$238<sup>61</sup>** EARNED ON AVERAGE OVER THE LAST 12 MONTHS

Note: Unique patients includes all species