Spring cleaning is over. It’s time for summer school!

Today’s lesson: the cost of missed new patient opportunities.

Not only did you spend valuable time and materials, but you also allocated dollars to generate new patient phone calls with your marketing efforts. You also held an important space for a patient that did not show which now you will not have the opportunity, if treatment would have been recommended, to convert to a start.

Believe it or not, there can still be good news. What gets measured gets improved!

Consider the information to the right to track a few key metrics related to the new patient process and how they impact your annual revenue. Follow the example provided in the first two columns to calculate your lost annual revenue for 2015. Continue to monitor these key metrics to accelerate your practice performance in 2016!

### Steps

1. Via the Patient Entry Date field, find the total number of new patients that were added to Edge or ViewPoint between January 1 and December 31, 2015.

2. To be conservative and because every business experiences a loss, multiply New Patients Added by 10% to calculate a 10% No Show. (Step 1 x 10%)

3. Subtract the No Show from the New Patients Added to come up with the Expected Exams. (Step 2 – Step 1 = Step 3)

4. Via the Kept Procedures report, find the total number of exams seen between January 1 and December 31, 2015.

5. Calculate Missed Exam Opportunities by subtracting Exams Seen from Expected Exams. (Subtract Step 4 from Step 3 = Step 5)

6. Enter your Case Acceptance Rate. (Starts / Exams)

7. Calculate Missed Start Opportunities by multiplying Missed Exam Opportunities times Case Acceptance Rate. (Step 5 x Step 6 = Step 7)

8. Calculate your Average Contract Amount. (Gross Total of Contracts for 2015/number of Contracts for 2015)

9. Calculate Lost Annual Revenue by multiplying Missed Start Opportunities times Average Contract Amount. (Step 7 x Step 8 = Total Loss Revenue)

What’s your number?

### About the Author

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