

How do you know how well your Practice is
Performing ?

- What will be your sales turnover this year and how does it compare with last year?
- How many treatments will you do this year and how does this compare with last year?
- What will be your net and gross profit for this year and how does this compare with the past
- What would be the impact on your gross/net profit of increasing your charges by £1 or £2 or £3 per treatment. What would be the impact on gross/net profit of increasing your number of treatments in a year by 10%
- Given your current circumstances, what is your yearly capacity in terms of treatments and your maximum potential income
- How do you want the Practice to change over the next five years in terms of earnings, patients treated and time spent in the practice?
- What are the key actions you can take to; increase sales turnover, increase the number of treatments, improve efficiency, and reduce hours?
- What information do you keep and analyse regularly, to monitor what is happening in the Practice?
- Why do patients come to your Practice and what benefits (as opposed to service features) do they buy?
- How do you decide how much to charge?
- To what extent do you think the price you charge is related to your customers view of the value of the service to them?
- What percentage of your time do you spend working on the Practice as compared to working in the Practice?

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