Statistics and Averages

**Patient Visits** (PV) is taken straight out of the appointment book, the number of patients came in and were seen today.

**New Patients** (NP) is, again, out of the appointment book, the number of patients who came to the office and were seen for the first time.

**Collections** is taken from the receipts or accounts. All the payments that were received either cash, check, credit card or direct deposit.

**Services** is taken from the accounts. It is the total billed or debited from the accounts.

**Missed Appointments** (MA) is the number of active patients who were scheduled to come in today and didn't. It doesn't matter if they rescheduled or not, they were scheduled to be seen today and they didn't arrive. Active patients are only patients who have been here before, new patients who are scheduled do not count towards the Missed Appointments statistic.

**Missed Appointment Percentage** (MA%) is the total number of Missed Appointments (MA) divided by the total number of Appointments in the book (that would be the patient visits plus the missed appointments). An example would be if we had 5 Missed Appointments and saw 52 patient visits. The number of Appointments on the book was 5 + 52 = 57. Missed Appointment Percentage (MA%) is 5 divided by 57 which equals 87.7%.

In doing averages you need to look at 8 to 12 weeks at a time, otherwise they change too wildly.

**Patient Visit Average** (PVA) is the average number of visits your patients are coming in to see you. You get this number by adding up all your Patient Visits for at least 8 weeks and then dividing the total Patient Visits by the total New Patients. For example: for 8 weeks the number of Patient Visits was 88, 92, 86, 93, 98, 104, 95 & 105. If you add those up you get 761. During the same 8 weeks your new patients were 3, 4, 3, 5, 6, 3, 4 & 5. The total New Patients would be 33. Patient Visits divided by New Patients is 761 divided by 33 equals 23.1 which can be averaged to 23. That means your patients are coming to see you an average of 23 times. Some see you once and some see you their entire life, but the average is 23 times. PVA
tells you how well you are doing on patient education and retention. The better you get at it, the higher your PVA will rise. If you want to see 150 Patient Visits you can figure out how many New Patients you need by dividing 150 by your PVA, which is 23, to find out you need to average 6.5 new patients per week to make your Patient Visits rise to 150.

Office Visit Average (OVA) is the average amount you are collecting for each visit. You get this number by adding up all your Collections for at least 8 weeks and all your Patient Visits for the same number of weeks and then dividing the total Collections by the total Patient Visits. For example: for 8 weeks you Collections were $4395, $4623, $4261, $4626, $4952, $5219, $4738 & $5250. If you add those up you get $35,364. During the same 8 weeks your Patient Visits were 88, 92, 86, 93, 98, 104, 95 & 105. If you add those up you get 761. Total Collections divided by total Patient Visits is $35,364 divided by 761 equals $46.47. That means you are collecting an average of $46.47 for each Patient Visit. Some will pay more, some will pay less but that is the average. Now remember, this is Total Collections. You are adding up all your income whether it is for treatments, therapy, exams, supplements, lotions, anything. Every time you see a patient you are making an average of $46.47. So if you want to make $7000 per week you would divide that number by your OVA, which is $7000 divided by $46.47 or 151 Patient Visits per week. OVA will only be improved by raising your prices, adding services (such as therapies), adding products (such as supplements or herbs) or simply giving away less of your services or products. It is nice to know what your visits are worth and if you are collecting more every time you are seeing a patient.

Case Average (CA or PCA for "Patient Case Average" so you don't confuse it with "Chiropractic Assistant") is the average amount you are collecting for each New Patient. You get this number by adding up all your Collections for at least 8 weeks and all your New Patients for the same number of weeks and then dividing the total Collections by the total New Patients. For example: for 8 weeks the collections were $4395, $4623, $4261, $4626, $4952, $5219, $4738 & $5250. If you add those up you get $35,364. During the same 8 weeks your New Patients were 3, 4, 3, 5, 6, 3, 4 & 5. The total New Patients would be 33. Total Collections ($35,364) divided by Total New Patients (33) equals $1071.64. That means you are collecting an average or $1071.64 per week for each New Patient you are seeing. Some will pay more for their visits, some will pay less. Some come for more visits some come for less but that is the average. But each New
Patient is worth an average of $1071.64. So if you do a lecture and get 4 New Patients that lecture was worth 4 X $1071.64 which equals $4286.65. It certainly does make doing new patient events more appealing doesn't it? Case Average is increased by either increasing your PVA, increasing your OVA or both. If you are seeing your average patient for more visits you will certainly be collecting more for each patient you see. The same is true if you are collecting more for each visit. Doing both will of course make your statistics rise faster.

These averages give you some prediction and understanding.