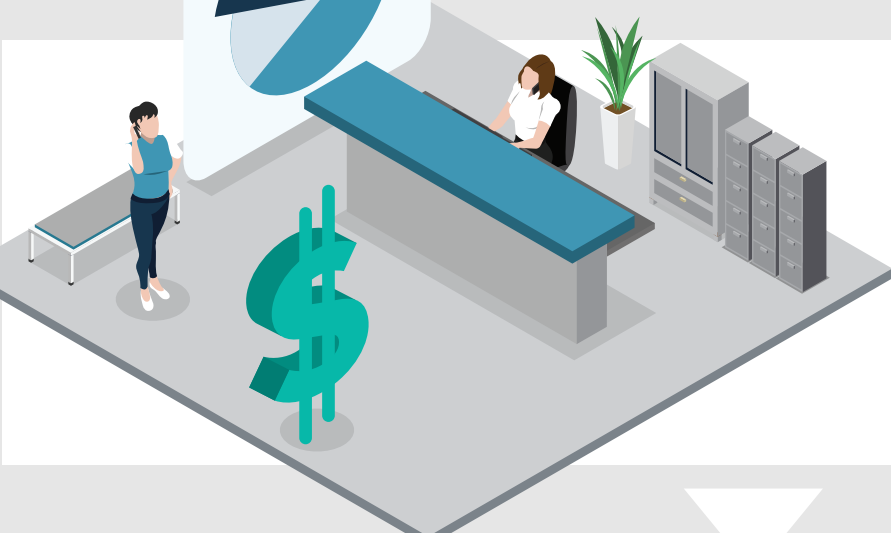


4 Key Metrics for Maximizing Revenue at the Front Desk



METRIC #1

Conversion Rate

WHAT IT TELLS YOU

How good your front desk is at selling your value and scheduling referrals for their first visit.

WHY IT'S IMPORTANT

An increase in conversion rate means an increase in the number of patients being treated – which leads to more revenue for the clinic.

METRIC #2

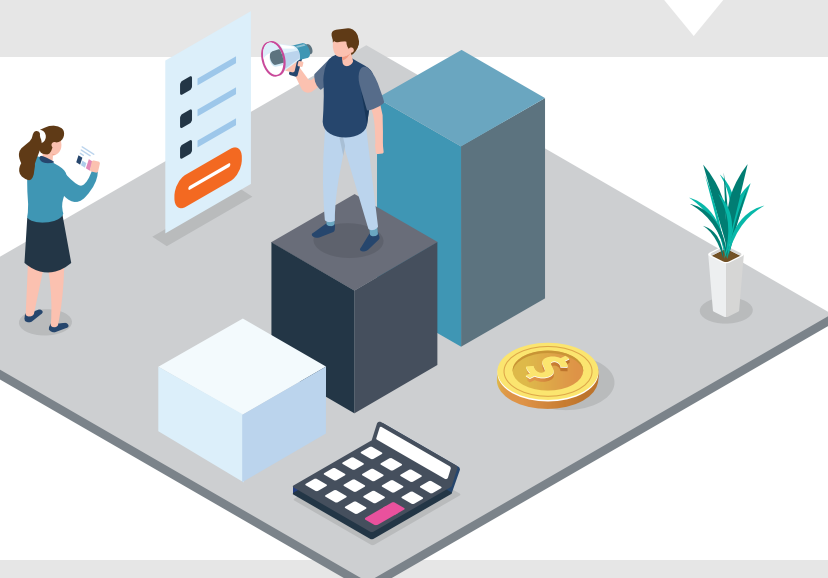
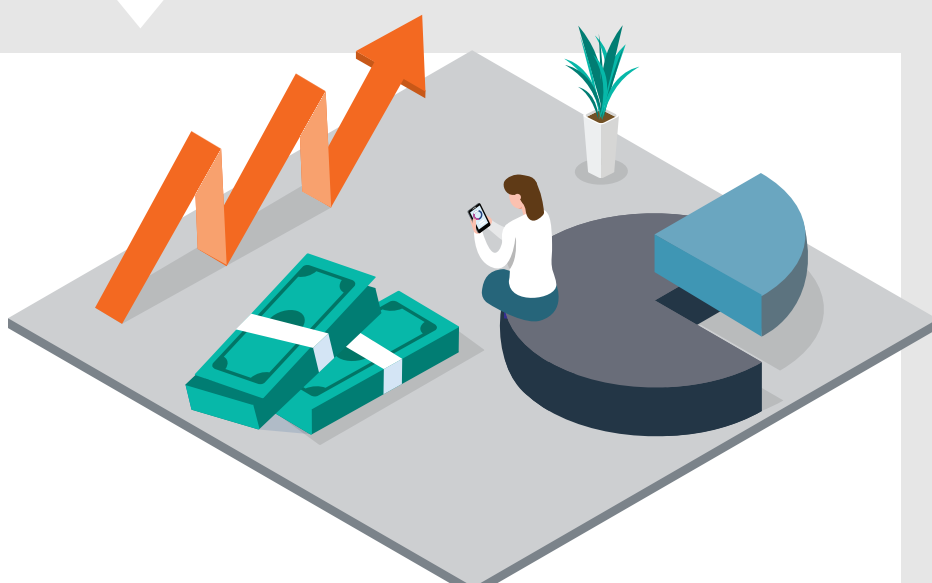
Patient Balance Collection

WHAT IT TELLS YOU

How good your front desk is at collecting copays at time of service.

WHY IT'S IMPORTANT

30% of the average healthcare bill is from a patient's pocket. The chance of collecting copays plummets 20% after they leave your clinic. That adds up to significant revenue loss if copays aren't collected upfront.



METRIC #3

Net Promoter Score (NPS)

WHAT IT TELLS YOU

How likely your patients are to recommend you to friends and family.

WHY IT'S IMPORTANT

This is a gauge of customer experience and loyalty. It can help you predict short-term and long-term revenue at risk as well as new potential revenue.

METRIC #4

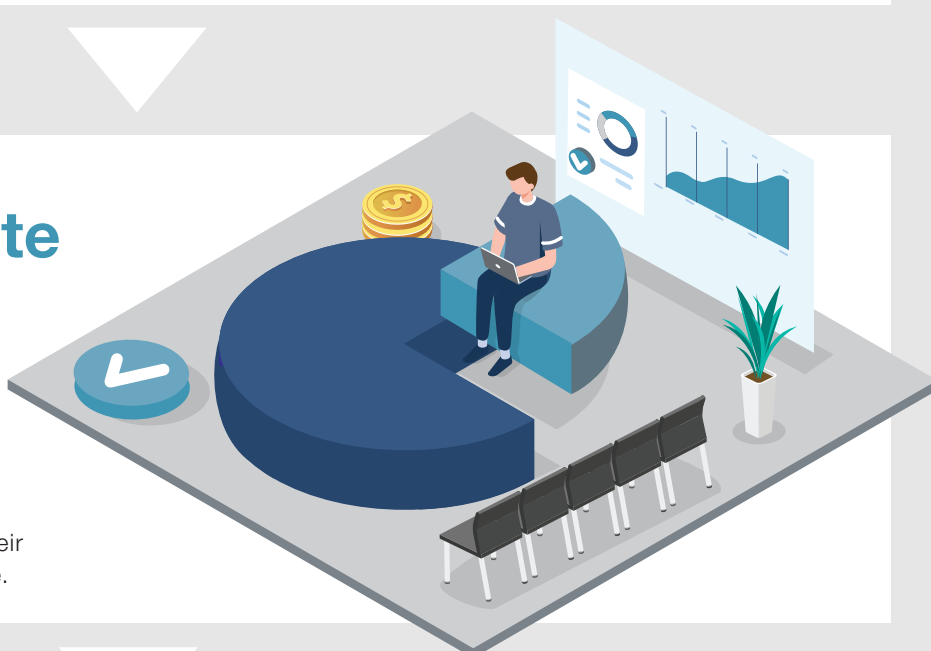
Early Drop Out Rate

WHAT IT TELLS YOU

The rate patients are dropping out of treatment before treatment goals are met. Typically, this is between 1 and 4 visits.

WHY IT'S IMPORTANT

This is an indication of patient engagement and loyalty. Your front desk has a role in selling the value of therapy. Patients who don't complete their plan of care have a significant impact on revenue.



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