

Greetings!

The patient exam is the most important service provided by the veterinary practice. In order to fully analyze the revenue generated by the exam, the cost must first be determined. (This may require bill code reorganization.)

Charge vs. Cost

Know the true value of each type of patient examination, accounting for time performed by each staff member as well as costs of supplies, equipment, and overhead.

Charge vs. Cost

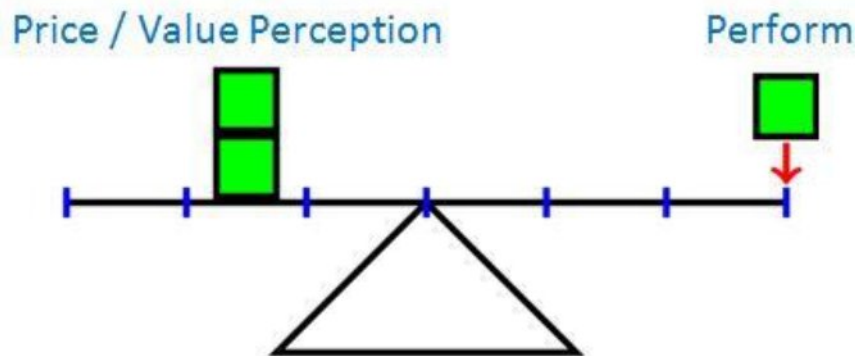
- Direct
- Doctor salaries
- Tech wages
- Assistant / Kennel wages
- Supplies costs
- Equipment costs

Indirect

- Receptionist wages
- Management wages
- Overhead
- Other employee expenses

Understand the Price Balance

To reach optimal revenue generation, it is important to understand the careful balance that must be achieved between the price of a service (and its value perception) and the frequency that the service is provided.



Follow Up Services

The patient exam is always the precursor to future patient visits. Whether the next visit is a medical progress exam in a few days, or the next well patient visit in a year, there should always be a plan and that plan should be communicated to the client.

To learn more, we encourage you to register for the May webinar series on the topic "Tying the Patient Exam to Your Bottom Line." Learn how to generate a healthier and more sustainable bottom line with the patient exam combined with patient management protocols.

AVCSuccess May Webinars "Tying the Patient Exam to Your Bottom Line"

Learn how to assess the value of your patient exam visit and discover measures you can take to improve client compliance in the areas of associated services, follow-up visits, and retention. Exam and residual performance evaluation, using your practice management system, can be combined with patient management protocols for a healthier and more sustainable bottom line.

Register below for this free webinar today!

DVMAX Users 5/19/15 - [Click here](#) to register to webinar

AVImark Users 5/20/15 - [Click here](#) to register to webinar

All other practice management software users (Cornerstone, Infinity, etc.) please send us an email if you are interested in a webinar specific to your software.

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