



Advisors for Veterinary Clinic Success

(214) 250-6605

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Greetings,

If you want to create positive change in your practice, it starts with a solid understanding of your practice's performance history. Taking the time to perform an exploratory analysis on your practice and understanding where you have been, is key to developing and achieving a viable plan for future growth.

Performing an **Exploratory Analysis** on your practice will help in identifying strengths, weakness, and potential holes in your current operations in order to define strategies focused on:

- * Raising doctor production
- * Increasing both revenue and cash flow
- * Getting more pets walking through the door

Your practice management software can generate all the reports you need to analyze your practice history to see where you have been and where you want to go.



Keep reading below to see what steps you can take when performing an **Exploratory Analysis** of your practice so you can drive revenue and develop a plan for success.

AVCSuccess July Webinars "Beat Seasonal Slumps"

Register for this free webinar today!

DVMAX Users 7/21/15 - [Click here](#) to register

AVImark Users 7/22/15 - [Click here](#) to register

AVCSuccess supports all practice management software including Cornerstone, Infinity, DVManager, eVetPractice.com. Please send an email to team@avcsuccess.com if you are interested in a webinar specific to your software. Thank you.

What Our Clients Are Saying

"As a direct result of working with AVCSuccess and their consulting team approach, we have benefited from more clients, great client compliance, higher gross revenue and net income, and more confidence when making management and policy decisions."

Manchaca, TX
Infinity Software

Steps to Perform an Exploratory Analysis on Your Practice

Step 1 Chart Historical Trends

Understanding your past performance is critical in developing and achieving a viable plan for practice growth. Chart your revenue, transactions, and new client acquisition over time (at least 3 years) to assess fluctuation trends and draw data connections. Interrogate the data to answer these questions:

- * Did your revenue grow every year by at least 10%?
- * Was there a balance in transactions trends and the average charge per transaction (ACT)?
 - *How much "swing" is there for the ACT across your most recent year?
- * What is the relationship between new clients and your transactions?

Step 2 Perform Category and Treatment Item Performance Comparisons

Analytic charts comparing your categories by revenue, as well as by period, will reveal production priorities (i.e. lab may be greater than radiology) and trends over time (i.e. examinations dropped the first quarter of last year). Also look at production by producer.

Further review of treatment items within core categories, especially as related to healthy and medical problem visits, can discern deficiencies in medical and operational protocols that, when identified and addressed, can yield improvements in medical outcomes, revenue, and patient visits.

- * What is the proportion of healthy to problem visits?
- * What is your recheck percentage?
- * How do producers perform relative to each other?

Step 3 Review your Reminder Setup and Reminder Processing Schedule

When you update your codes, it is important to ensure that reminder changes are also addressed and that the medical protocols are reflected in the reminder setup. The reminder processing schedule (what gets sent and when) is critical to evaluate for client compliance to maximize reminder effectiveness. This is the single most important item to address when determining a plan for transaction stability.

- * Are your reminders set up correctly?
- * Do you track your reminder compliance, and independently of a 3rd party reminder service?
- * Referring back to your transaction history charts, do you have stability in transactions?
- * Is your staff properly trained to consistently and effectively carry out the reminder plan?

Step 4 Review your Code Setup, Groups Setup, and General Fee Structure

An organized, well-named, and clearly defined code structure is essential to all other elements of your practice management system. Also consider how you create stored groups of codes (i.e. estimates, super items) for standardization, and how your fees reflect the level of medicine practiced and how they are calculated.

- * Do you have clear definition to your core exam, anesthetic, dental, and hospitalization codes?
- * When was the last time you updated your fees, and how were those changes determined?
- * Are your fees in line with your level of medicine practiced, your average ACT?
- * What is your attrition rate?

Step 5 Provide a means for monitoring performance in real time.

Monitor the outcomes of your plan in "real time" so adjustments can be made to ensure your designed success. Focus on: raising doctor production, increasing both revenue and cash flow, and getting more pets walking through the door.

Step 6 Create a Plan for Success and Monitoring Your Achievements

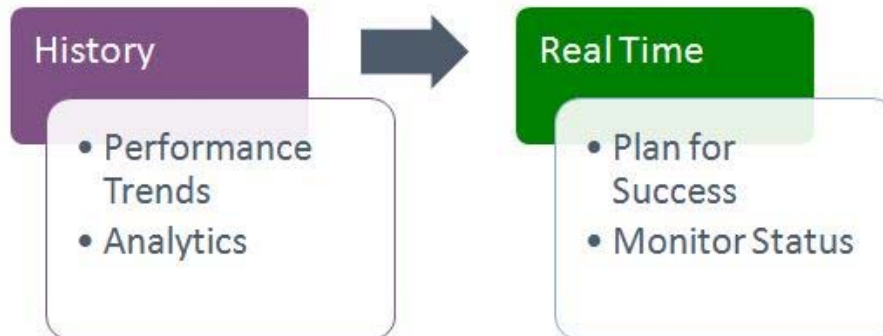
Identify the causes of your fluctuations and inconsistencies. Create your plan for success to stabilize your transactions and ACT, then build from there.

The AVCSuccess Exploratory Analysis

If you have any questions or would like AVCSuccess to perform an Exploratory Analysis on your practice, click on the link below to schedule an initial 15 minute call with Consultant Kim Fish to discuss your practice goals and to schedule a time for the Exploratory Analysis.

<https://calendly.com/kimfish>

AVCS wants to help you increase practice productivity and profitability.



Advisors for Veterinary Clinic Success

AVCSuccess will change the way you use your practice management software, communicate as a team, get clients to comply, practice a higher level of medicine and grow your practice so you can achieve success!



Schedule an Exploratory Analysis for Your Practice
(214) 250-6605 or Team@AVCSuccess.com

AVCSuccess guarantees that our consulting program will pay for itself for a no-risk solution to solving your practice's performance needs.