

PT PROFIT FINANCIAL SUCCESS CHECKLIST

MAXIMIZE REVENUE, MINIMIZE COSTS, AND TURN EVERY PATIENT INTERACTION INTO LONG-TERM PROFITABILITY!

01 Optimize Revenue Ratio for Maximum Profitability

- ☐ Calculate your clinic's Revenue Ratio using the **formula calculator**
- ☐ Identify gaps in patient scheduling & optimize provider availability
- ☐ Increase efficiency by reducing patient no-shows with automated reminders
- ☐ Maximize billable units per patient visit with optimized treatment plans
- ☐ Expand premium service offerings to increase per-visit revenue

02 Reduce Patient Acquisition Cost (PAC)

- ☐ Track PAC by dividing total marketing spend by new patients acquired
- ☐ Improve website conversion rate to lower cost per lead
- ☐ Leverage high-converting Google Ads & SEO strategies
- ☐ Implement referral programs to boost patient marketing
- ☐ Use Market2Profit analytics to identify high-ROI marketing channels

03 Increase Patient Lifetime Value (LTV)

- ☐ Calculate LTV: (Average Revenue per Patient x Average Retention Rate)
- ☐ Enhance patient retention with consistent email & social media engagement
- ☐ Implement loyalty programs & membership plans for long-term revenue
- ☐ Offer specialized services to increase visit frequency & treatment duration
- ☐ Utilize automated reactivation campaigns for inactive patients

04 Streamline Financial Metrics & Data Tracking

- ☐ Use a CRM to monitor revenue trends & patient retention
- ☐ Automate financial reporting to track PAC, LTV, and Revenue Ratio
- ☐ Set data-driven goals to improve overall profitability
- ☐ Conduct regular audits to identify inefficiencies in billing & collections
- ☐ Adjust pricing strategies based on service demand & patient trends

05 Scale Profitability with Smarter Marketing & Operations

- ☐ Invest in content marketing & SEO to generate organic leads
- ☐ Optimize ad targeting to reduce wasted spend & increase conversions
- ☐ Improve operational efficiency with automated patient intake & scheduling
- ☐ Train staff to enhance patient experience & maximize repeat visits
- ☐ Expand services based on data insights to drive higher revenue

PRO TIP: A well-optimized Revenue Ratio, lower PAC, and increased LTV will drive sustainable growth and long-term profitability for your clinic!

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