



TOP PRACTICES

MARKETING & MANAGEMENT

SUMMIT 2025



Mastering Your Metrics Key Performance Indicators for Podiatry Success

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Rem Jackson



Inc.

“If you don’t know
your numbers,
you’re toast.”

KEVIN O’LEARY
CO-FOUNDER,
O’LEARY FUNDS

Know Your Numbers



Front Office and Patient Access

- New patient acquisition rate
- No-show and cancellation rates
- Patient satisfaction scores
- Average wait time
- Phone answer rate within three rings



Clinical Operations

- Provider productivity (patients per hour)
- Room utilization rates
- Clinical staff efficiency
- Patient cycle time
- Quality metrics and patient outcomes



Billing and Revenue Cycle

- Provider productivity (patients per hour)
- Room utilization rates
- Clinical staff efficiency
- Patient cycle time
- Quality metrics and patient outcomes



Marketing and Growth

- Cost per patient acquisition
- Return on marketing investment
- Referral rates from existing patients
- Online review scores and quantity
- Website conversion rates



Financial Performance

- Cost per patient acquisition
- Return on marketing investment
- Referral rates from existing patients
- Online review scores and quantity
- Website conversion rates

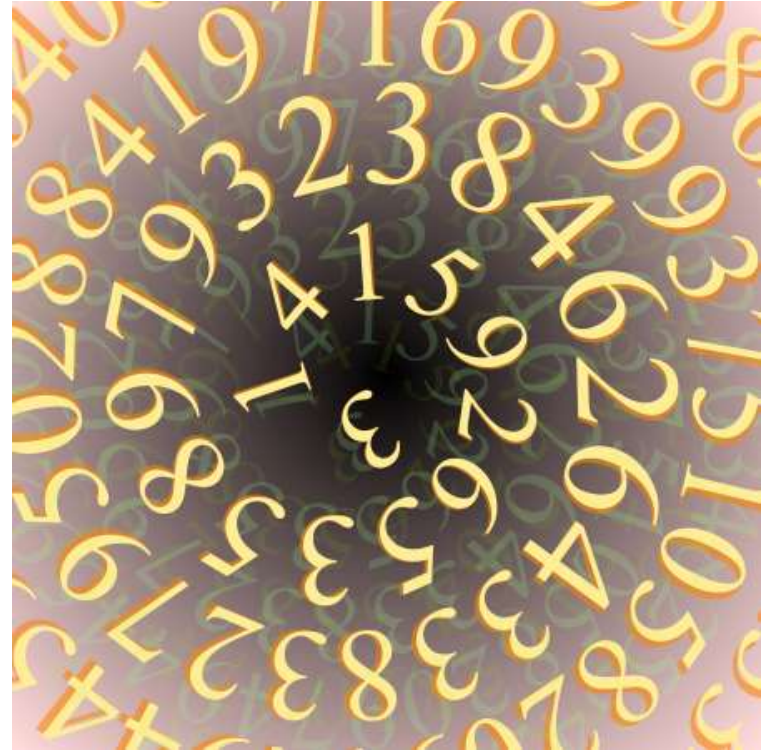


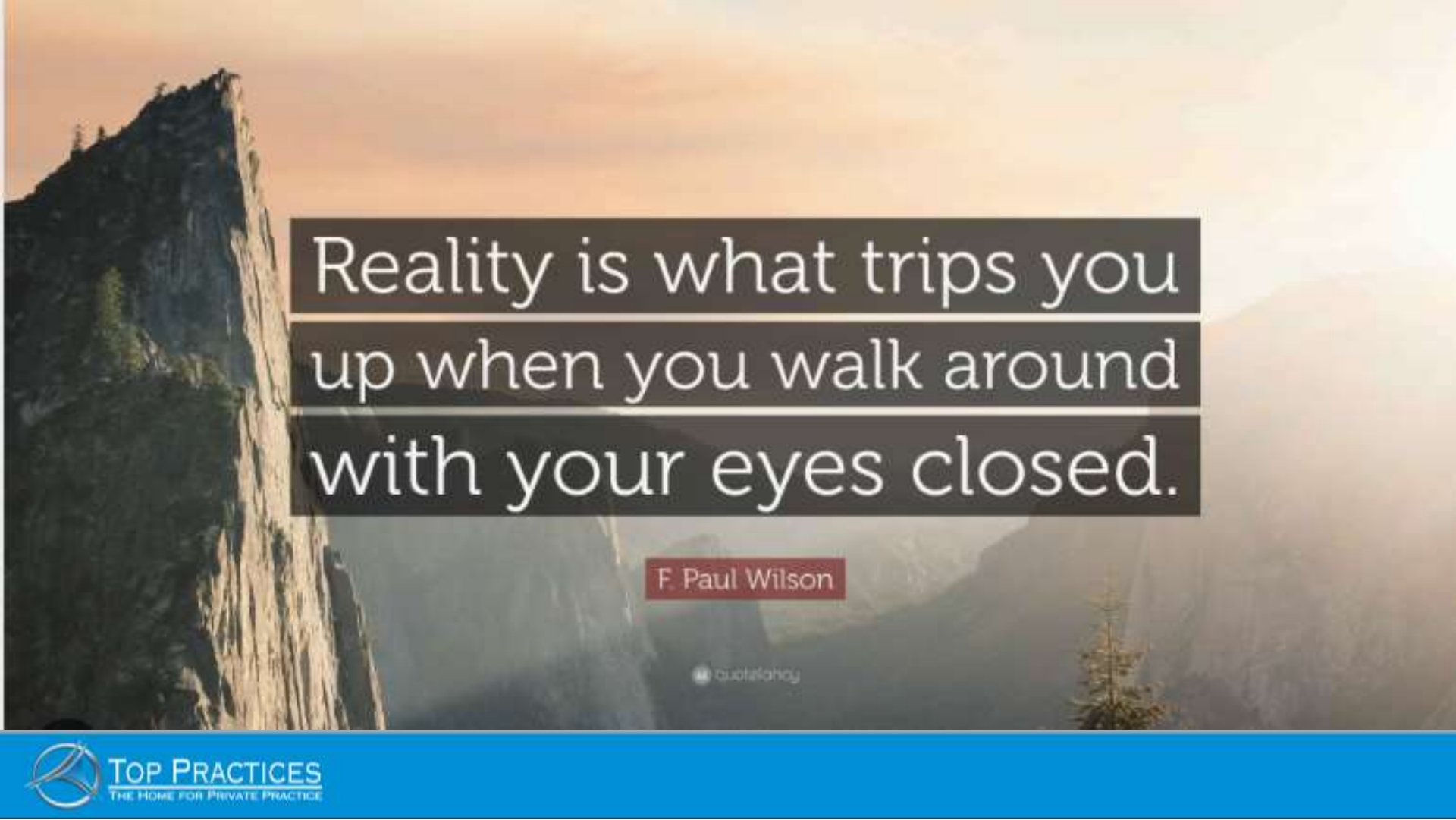
KPI Calculation Chart

KPI	How to Calculate	What KPI Should Be	What to Include
Cost to Acquire a Patient (CAC)	Total Marketing & Acquisition Costs ÷ Number of New Patients Acquired	< \$70 per patient	Marketing expenses (ads, website, referral costs, staff time, events, software, scheduling time)
Cost of Seeing a Patient	Total Practice Operating Costs ÷ Total Patient Visits	< \$85 per patient visit	Provider salaries, staff wages, supplies, facility costs, equipment, EHR, malpractice, overhead
Lifetime Value of a Patient (LTV)	Average Annual Revenue per Patient × Average Patient Retention (Years)	> \$3,500 per patient	Annual collections + active patients, retention years, segmented by patient type and referrals
Value of a New Patient	Lifetime Value - Cost to Acquire - Cost of Initial Visit	> \$3,200 per new patient	Lifetime Value, acquisition cost, initial visit cost
Room Utilization Rates	(Hours Rooms Actually Used ÷ Total Available Room Hours) × 100	Good: 65–75%, Excellent: 75–85%	Available hours (rooms × practice hours), actual patient/procedure/turnover time (exclude breaks, cleaning)
Clinical Staff Efficiency	Method 1: Total Patients ÷ Total Clinical Staff Hours Method 2: Clinical Tasks Per Hour Method 3: Clinical Revenue ÷ Clinical Staff Wages Method 4: Patient Flow Metrics (timing intervals)	Target: 1.2 patients/hour; Revenue per staff dollar: \$8.00	Patients seen, staff hours, tasks per hour, revenue vs wages, EHR timestamps, patient flow intervals
Billing & A/R Metrics	Days in Receivables = Avg A/R ÷ Gross Annual Charges × 360	A/R ≤ 2 months gross billing >90 days < 15% Days in Receivables ≤ 45 days Clean Claim Rate > 97%	Accounts receivable, accounts aging, gross billing, claim rate, days in receivables, inventory

Compiling and Using Your KPI's

1. Who
2. How
3. When
4. Then What?





Reality is what trips you
up when you walk around
with your eyes closed.

F. Paul Wilson

 quotefancy



THE 19TH TOP PRACTICES MARKETING AND MANAGEMENT SUMMIT

ELEVATE YOUR PODIATRY PRACTICE TO NEW HEIGHTS

Real World Strategies for Building and Sustaining a
Thriving Podiatry Practice in Today's Complex Environment