

5 Practice Marketing Metrics

to Attract *MORE*
New Patients

by NEIL TRICKETT



01

Website Conversion Rate

At the top of your marketing funnel, which source drives the best traffic?

02

Leads To Evaluations Conversion Rate

Understand which methods are best for converting leads and which need to be improved.

03

Number of Reactivated Patients

Repeat customers build businesses quickly. How often do you market to past customers?

04

Customer Acquisition Cost

What does it cost for you to acquire a new patient? More importantly—where does it cost?

05

% of Completed Plan of Care

A good POC % means great PR and a strong reputation. That alone can make marketing easier!

01 Website Conversion Rate



Your website SHOULD bring new patients to your door. *Is your site **underperforming?***

EXAMPLE:

If you have 1000 visitors to your website this week, but only 1 visitor downloads an eBook, subscribes to your blog, or requests an appointment, you have a 0.01% website visitor to lead conversion rate.

WHY USE THIS METRIC?

- Find out if your website is scaring new patients away
- Add more lead generation tools (*chatbot, eBooks, PT blog*) to get patients to take action on your website
- Do you need to invest in a new practice website this year?

02

Leads to Evaluation Conversion Rate



leads (n.)

An individual who has demonstrated interest in your clinic. Includes chatbot leads, workshop attendees, eBooks downloads, submitted website appointment forms, or new patient call-ins.

EXAMPLE:

- **50 Leads** opt-in for a free ebook on your website
- **10** of those request free a consult/evaluation
- Your lead to evaluation conversion rate is 10/50, or **20%**

WHY USE THIS METRIC?

- Find out if you are effectively calling patients to action
- Make sure your front desk is converting prospects
- The goal is to get evaluations



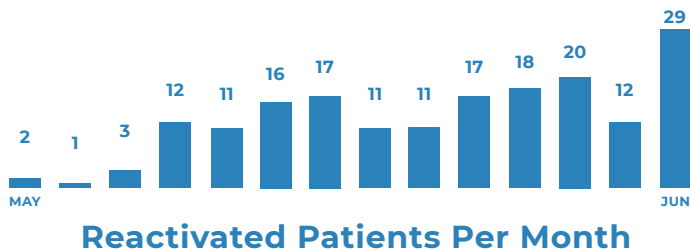
03 # of Reactivated Patients

Your past patient list is a *gold mine*. Are you doing enough to market to past and current patients?

EXAMPLE:

First Choice PT consistently direct mailed 1000-1200 newsletters to past and current patients. This helped them increase their monthly reactivated patients from 1 to 29 in just 12 months!

*Averaging 11 more reactivations/month,
a value of \$8.250!*



WHY USE THIS METRIC?

- Far less expensive to reactivate a past patient vs. attract a new patient
- Reduce reliance on physician referrals
- Repeat customers build referral opportunities
- Track over years to measure practice growth
- With monthly newsletters, you can expect 0.5 - 1% of your past patients to be reactivated each month
- Example: If you want 10 past patients to return this month, you need to market to 1000 people

HOW TO MARKET:

- Provide useful content in patient newsletter
- Provide incentives to return for needed care
- Free consults for family and friends
- Calls/emails to check in
- *Be patient!* Results take up to a year to build up
- Leverage postcards, brochures, and rack cards to increase referrals

04 Customer Acquisition Cost



Your **Customer Acquisition Cost (CAC)** can be calculated by simply dividing everything you spent on acquiring more customers (marketing expenses) by the number of customers acquired in the period the money was spent.

*Your Target: **20-25%** of the lifetime value of the patient*

HINT: *If your average reimbursement for a patient's plan of care is \$960, don't spend more than \$240 in CAC. Aim for \$200.*

EXAMPLE:

You spend \$3000 per month on marketing salaries + expenses and generate 40 new patients.

$$3000/40 = \mathbf{\$75\ CAC}$$

WHY USE THIS METRIC?

- Helps you focus on Marketing Return On Investment (*ROI*)
- Identify marketing efforts that aren't working (*market smart, not hard*)
- Infers metrics and results (*trends*)



05 % of Completed Plan of Care



If a high percent of your patients complete their plan of care, that leads to great PR and reputation. A low percentage of completed care means you have a bad reputation and will get fewer referrals.

Your Target: **90% Patients Completed Plan of Care**

EXAMPLE:

Of 50 New Patients this month, 40 completed their plan of care. $40/50 = 80\%$ **POC Completion.**

WHY USE THIS METRIC?

- Reveals gaps in your customer experience
- A main driver of profitability for the practice
- The most money you will ever lose is the money you never made



Thank You!

I have the pleasure of helping 1200+ clinics across North America attract more new patients and make marketing easy.

I owned a successful physical therapy practice with my wife, Amy, from 2002-2010. After completing many business and marketing courses, I was able to apply and develop successful marketing techniques in my practice that quadrupled the size of our practice!

Implement these sound practices and see your practice growth come under your own control!

New Trickett, PT



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