

A	Cost of Goods		Current	New		Increase
		Gross	600,000	600,000		
		Cost of Goods %	31%	28%		
		Cost of Goods	186,000	168,000		18,000
B	Staffing					
		Gross	600,000	600,000		
		staff % of gross	24%	21%		
		Staffing costs	144,000	126,000		18,000
C	Rent					
		can't really do much				0
D	Improve RPP	How? See separate sheet				
	(revenue per patient)					
		Gross	600,000			
		Current patients / year	2,100			
		revenue per patient	286			
		New RPP	310			
		Current patients / year	2,100			
		New Gross	651,000			51,000
E	Hire Recall service	cost per year	6,000			
	DemandForce		3,500			
	Solution reach					
		total cost	9,500			
		Current pts / year	2,100			
		75 % returning	1,575			
		old pts/ week	30			
		Updated recall				
		old pts / week	33			
		change per week	3			
		revenue per patient	310			

		Weeks per year	52					
		Increase gross	48,360					
		Minus cost per year	9,500					
		Net increase per year	38,860				38,860	
F	Add vision plans							
		Current pts / year	2,100					
			%	pts/yr	RPP	Gross		
		Average % VSP	45%	945	290	274050		
		Average % Eyemed	18%	378	270	102060		
		Average % Spectera	4%	84	260	21840	21,840	
		Average % Davis	3%	63	260	16380		
G	Update VSP fees							
		Current VSP 92014	78					
		Updated fees	89					
		Difference	11					
		VSP pts / year	945					
		Increase Gross / year	10,395					
		Not all vsp can adjust	60%	can't adjust some vsp plans				
		Adjusted increase	6,237				6,237	
H	Add Glaucoma							
		rough example						
		Gross	600,000					
		estimated Glaucoma income	14,000	OCT, retinal, office visits, etc			0	
		Recommending waiting on this until you can afford equipment						
I	Add Optos							
		Cost of Optos	80,000					
		Cost per year for 5 years	15,000					
		Patients per year	2,100					
		% have Optos done	50%					

		Number that have Optos	1,050				
		Charge per Optos	30				
		Gross	31,500				
		Yearly lease	15,000				
		Net income	16,500				16,500
J	Add in house edger						
		I would recommend later					
		Saves about 2.25 % of gross					0
K	Replace low reimbursement insurance with better						
		reimbursement per pt	low	better			
		reimbursement / patient	55	300			
		patients per year	200	200			
		Gross per year	11,000	60,000			49,000
L	Social Media	Yelp, Website, Google, Geospatial marketing					
		Current pts / year	2,100				
		% new patients	20%				
		Current new pts / year	420				
		% from Social media	20%				
		Total pts from Social media	84				
		average RPP	310				
		Increase gross	26,040				26,040
Summary							
	Cost of Goods	18,000					
	Staffing	18,000					
	Rent	0					
	Improve RPP	34,210					
	Hire Recall service	21,840					

	Add Vision plans	21,840						
	Update VSP fees	6,237						
	Add Glaucoma	0						
	Add Optos	16,500						
	Add in house edger	0						
	Replace low reim.	49,000						
	Social Media	26,040						
	Net increase		211,667					
	50%		105,834					
	25%	52917						
	Cost to buy practice							
	Gross	600,000						
	% Gross purchase	60%						
	Purchase price	360,000						
	excess capital	40,000						
	total loan	400,000						
	Yearly loan payment	50,000						