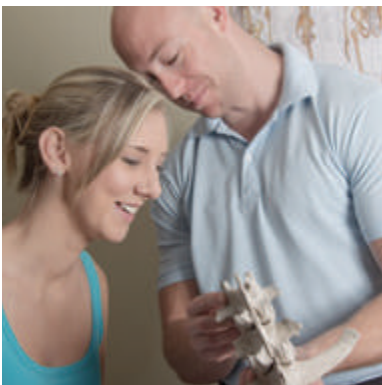




DREAM PRACTICE ANALYSIS





Genesis © 2015. All rights reserved.

Under no circumstances should this e-book be sold, copied, or reproduced in any way except when you have received written permission.

As with any business, your results may vary and will be based on your background, dedication, desire, and motivation. Any testimonials and examples used are exceptional results, which do not apply to the average individual and are not intended to represent or guarantee that anyone will achieve the same or similar results.



CONTENTS

PRACTICE EFFICIENCY	2
MAIN KPI COMPARISON	4
WHAT DOES ALL THIS MEAN TO YOU?	5
YOUR AVERAGE VISIT DURATION	6
ANNUAL PATIENT VISITS	7
PAY PER VISIT (PPV)	8
PATIENT VALUE	9
NO-SHOWS %	10
CHARGE PER VISIT (CPV)	11
% AR > 120 DAYS	12
MONTHLY GROWTH	13
YOUR GROWTH AREAS	14
MANAGEMENT SAVINGS	15
DOCUMENTATION SAVINGS	16
CLAIMS PROCESSING SAVINGS	17
BILLING PERFORMANCE GROWTH	18
PATIENT RELATIONSHIP GROWTH	19
WHAT DOES IT ALL MEAN FOR YOU?	20
CLOSING	21

YOUR PRACTICE PERFORMANCE

A practice owner has two roles: treat patients and manage the practice as a business. You have already acquired and perfected your patient treatment skills; now you need to master business management skills to turn your practice into a profitable business.

So how do you analyze your practice performance?

Managing your practice is understanding how you are performing, deciding about the tasks that need to be done, assigning tasks to your team and verifying execution.

We recommend discovering the data by looking at your practice efficiency and PTs performance and compare main KPIs (Key Performance Indicators) with the industry standard to realize how you stack up with your competition, identify your growth areas and find a Practice Management Software and Services vendor that can help you steadily improve the efficiency by providing you with shortcuts to decisions and actions.

Managing your practice is understanding how you are performing, deciding about the tasks that need to be done, assigning tasks to your team and verifying execution.



We recommend discovering the data by looking at your practice efficiency and chiropractic performance and compare main KPIs (Key Performance Indicators) with the industry standards to realize how you stack up with your competition, identify your growth areas and find a Practice Management Software and Services vendor that can help you steadily improve efficiency by providing you with shortcuts to decisions and actions.

Note: All data included is for demonstration purposes only and does not reflect a real practice.

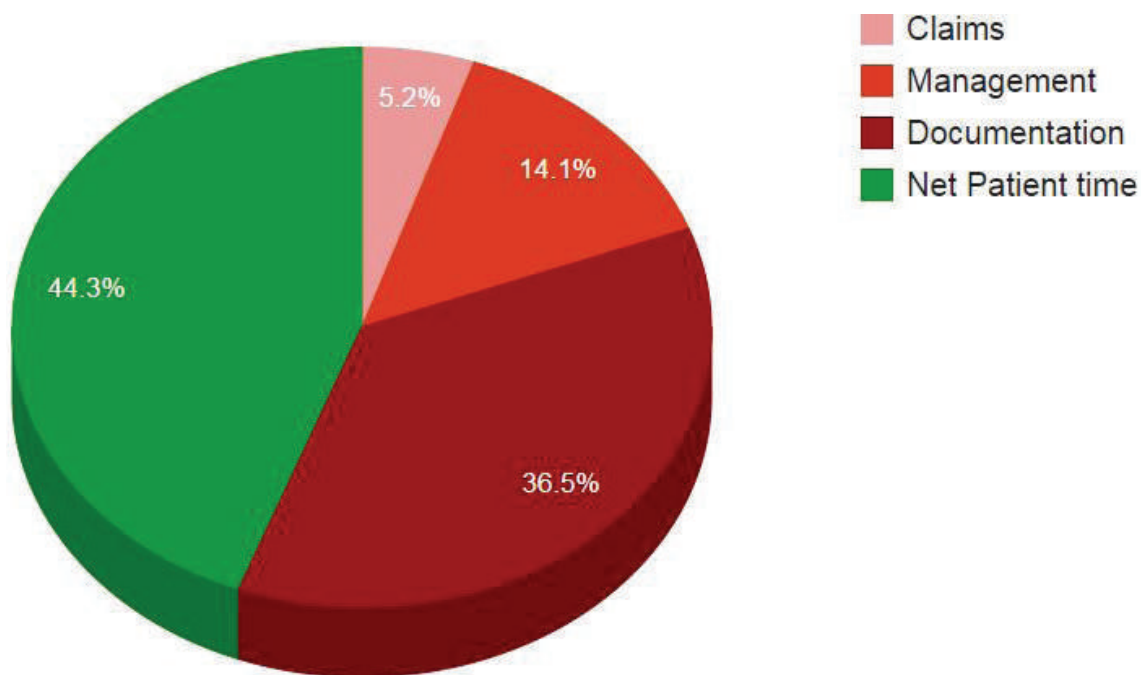
PRACTICE EFFICIENCY

Your practice efficiency is the % of time you invest in seeing and treating patients divided by the overall time per patient. The overall time per patient is calculated by dividing the overall working hours divided by the number of monthly visits (# of practice working hours x # of Practitioners) / # of monthly visits.

Your practice is operating 160 hours per month and 2 full-time practitioners having 350 visits per month. Your gross time per visit is 54.9 minutes.

Your total ADMIN time is 30.6 minutes per visit:

- Claims are consuming 2.9 minutes per visit
- Management is consuming 7.7 minutes per visit
- Documentation is consuming 20.0 minutes per visit
- Your net treatment time per visit is 24.3 minutes per visit





Using the efficient Genesis system you can Reduce your total ADMIN time to 4.2 minutes per visit.

- Claims down to 0.3 minutes per visit
- Management down to 3.4 minutes per visit
- Documentation down to 0.5 minutes per visit
- Allowing you to dedicate 50.6 minutes of face time per visit

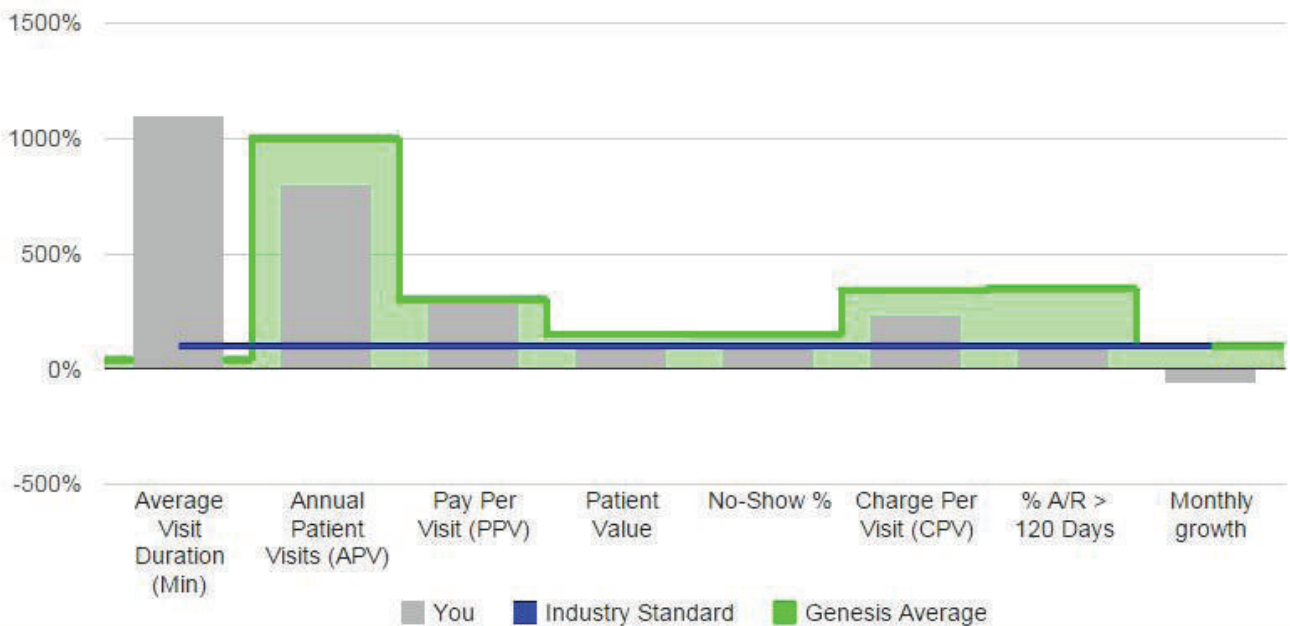
the time invested in seeing patients and the overall time. You can raise your practice efficiency to 92% and achieve a saving of 26 minutes per visit. You can Improve your care quality by 109%! Plus you can save 154 hours per month!

Being able to reduce the time spent on practice overhead, leaving you more time to spend with your patients -- or however else you choose to fill your schedule -- increases your practice efficiency, which is the ratio between

MAIN KPI COMPARISON

Your practice's 8 KPIs' average performance is 392% of the industry standard and 51% of Genesis' average. Your lowest KPIs are your biggest opportunity to improve.

Your 8 KPIs - how you stack up with your competition

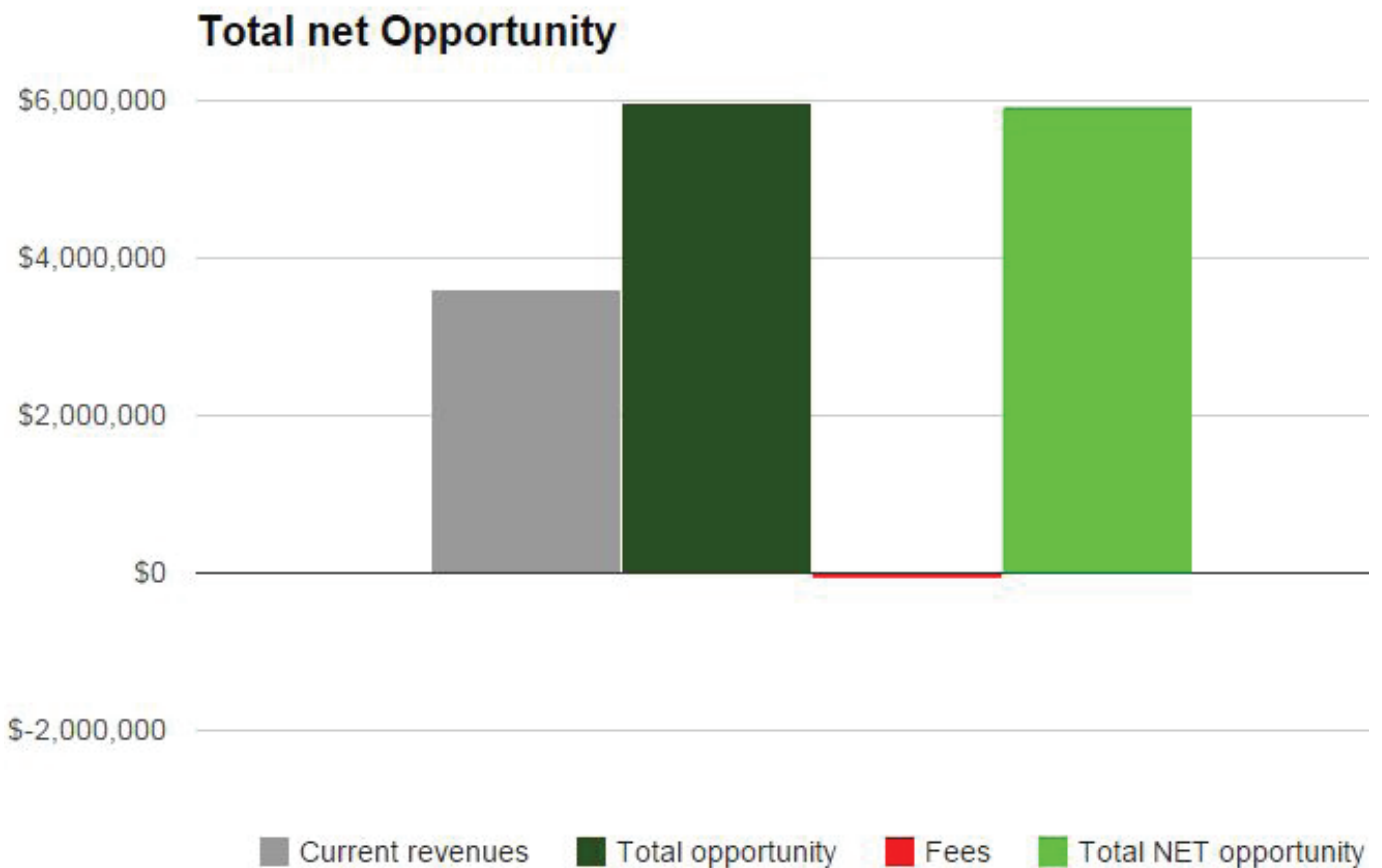


WHAT DOES ALL THIS MEAN TO YOU?

Your current projected revenue over the next 10 years is \$3,600,000. Your potential projected revenue growth is 66%, taking you to \$5,985,744.

Your total fees based on the above estimated revenues over the next 10 years are \$58,945.

Your potential net 10 years forecasted revenue (after paying our fees) is \$5,926,799.



YOUR AVERAGE VISIT DURATION

The industry average time per visit is a little less than 55 minutes. It is defined as the Gross time spent on a single patient, including the paperwork - and not only "facetime." To calculate your average visit duration, just divide number of operation hours by number of visits (per practitioner)

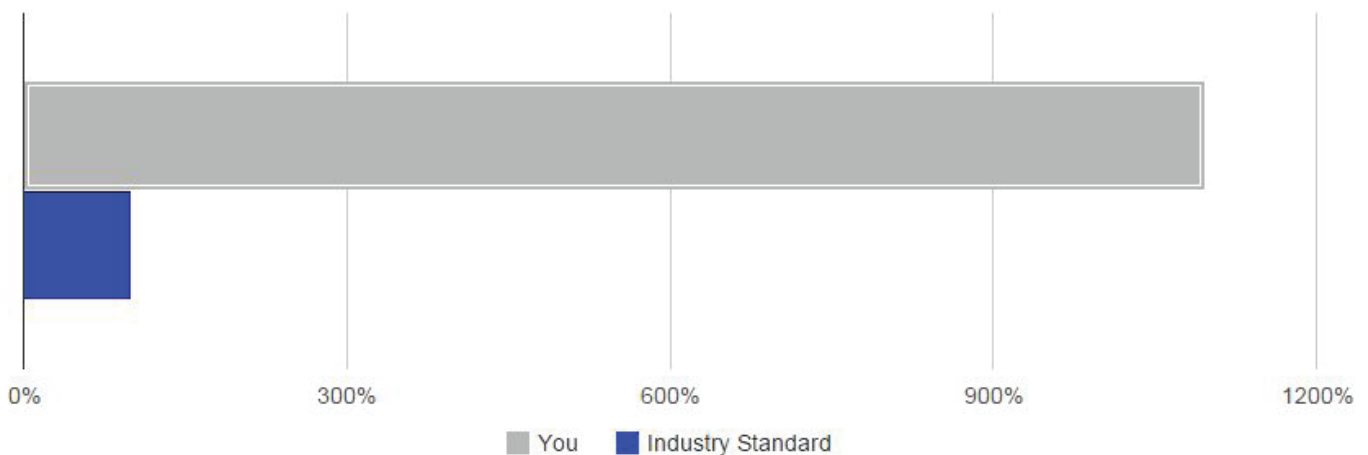
According to the data you have provided your practice operates 160 hours a month with 2 full-time practitioners, having 350 visits a month.

Your total working hours is 320 hours per month and your average gross visit duration is 54.9 minutes.

Your visit duration is 1,097% of the industry standard.



Your Average Visit Duration

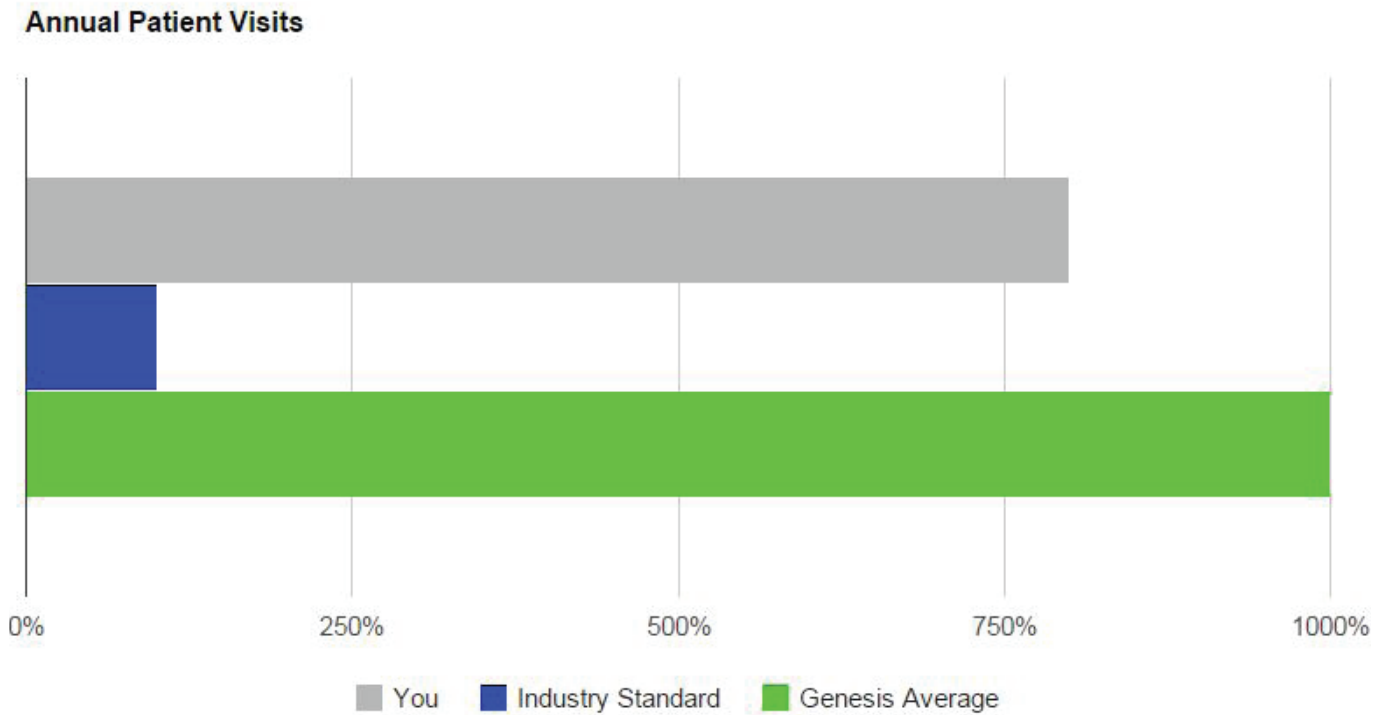


ANNUAL PATIENT VISITS

The APV is the overall number of visits an average patient has in one year. It is defined and computed as the ratio of all patient visits divided by the total patients seen during the year. The Industry Average APV in Chiropractic is 1.0 visits per patient per annum, while the Genesis average is 10.0. A substantially lower APV indicates that too many patients may be terminating their treatment before they

According to the data you have provided, your APV is 8.0

Your APV is 800% of the industry standard and 80% of Genesis' average.



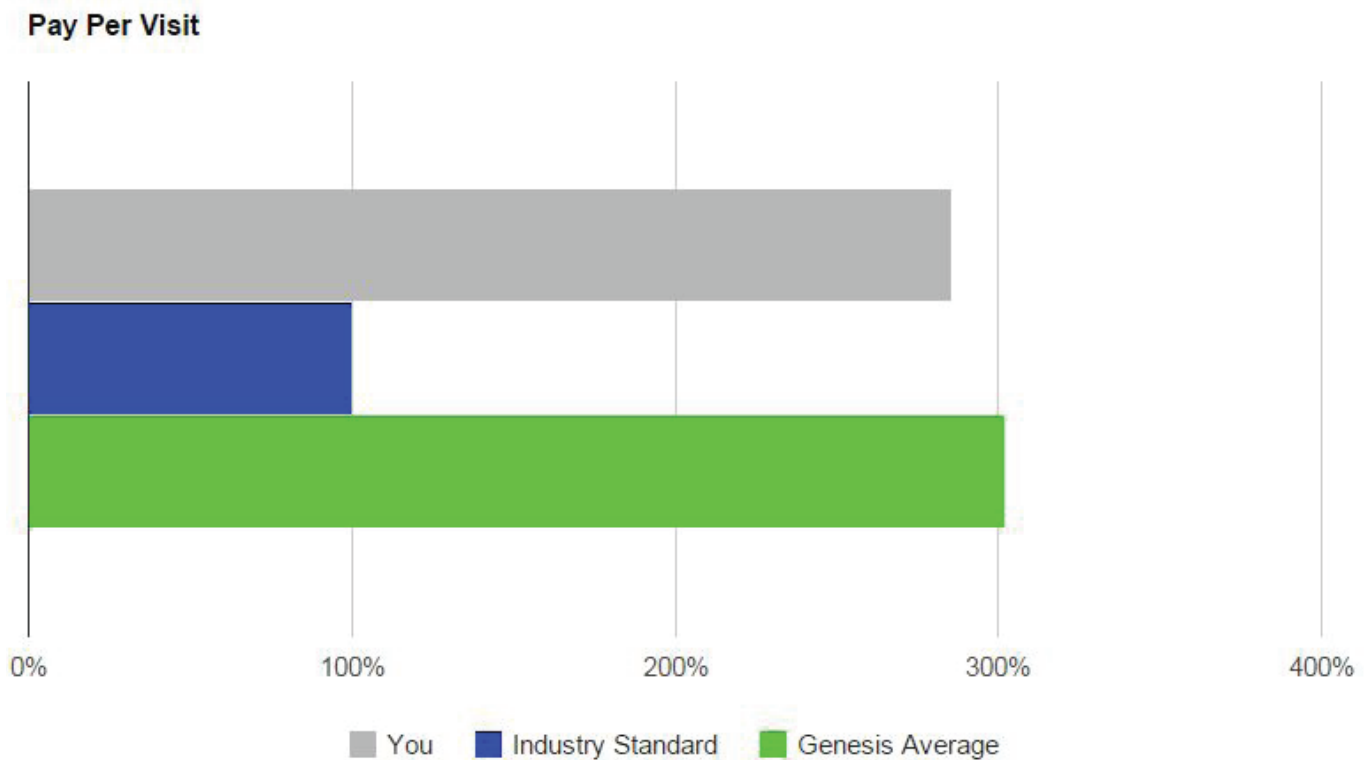
PAY PER VISIT (PPV)

The Pay Per Visit is the average pay for all of your services across all CPT codes that you receive for one visit. PPV includes the patient's part of the payment. The Industry Average PPV for DCs is \$30.00 per visit, Genesis average is \$90.67. In order to calculate your average PPV, just count all the payments you received during one month and divide by the number of visits that you had during the same month.

To avoid errors due to data fluctuations between the month, your estimate will be more exact if your data includes more months. Also, to avoid errors due to insurance payment delays, your data should reflect the earlier months.

According to the data you have provided, your PPV is \$85.71.

Your PPV is 286% of the industry standard and 95% of Genesis average.

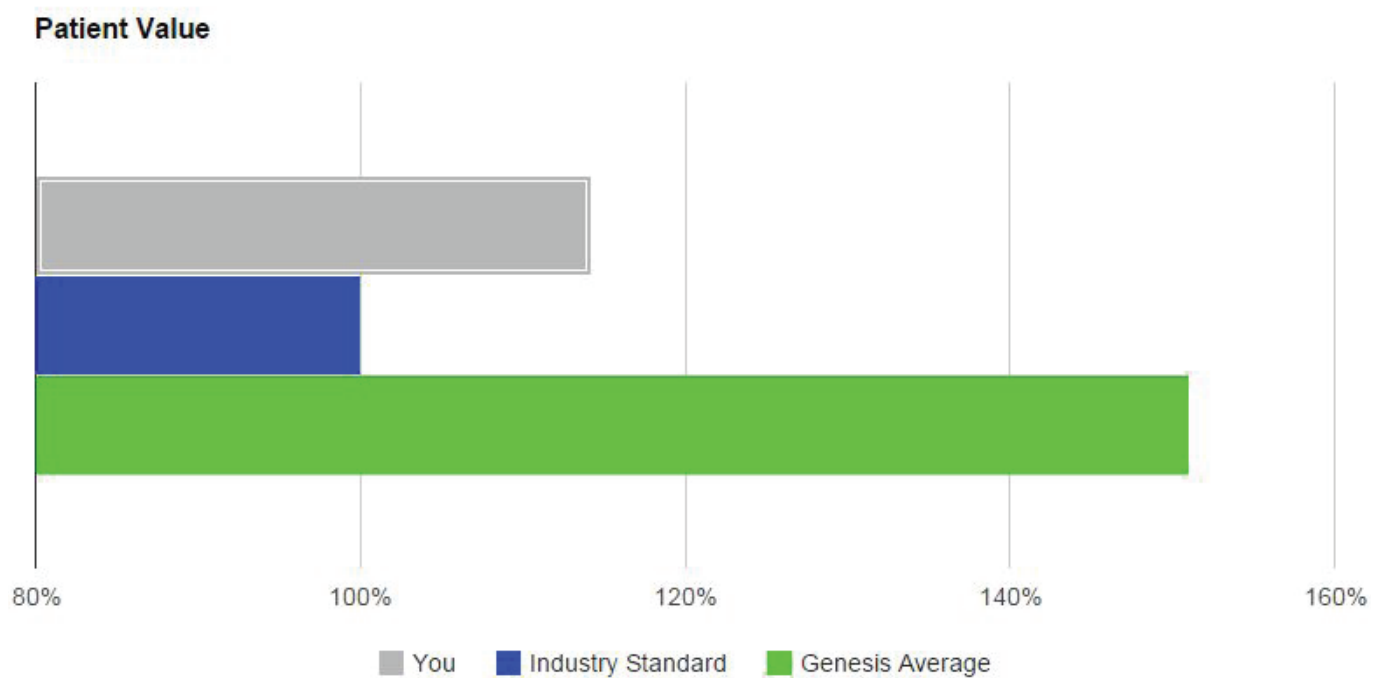


PATIENT VALUE

The Patient Value is the product of the APV and PPV. It reflects the total payment for one patient. The Industry Average Patient Value for DCs is \$600, the Genesis average is \$907.

According to the APV and PPV data you have provided Your Patient Value is \$686.

Your Patient Value is 114% of the industry standard and 76% of the Genesis average.

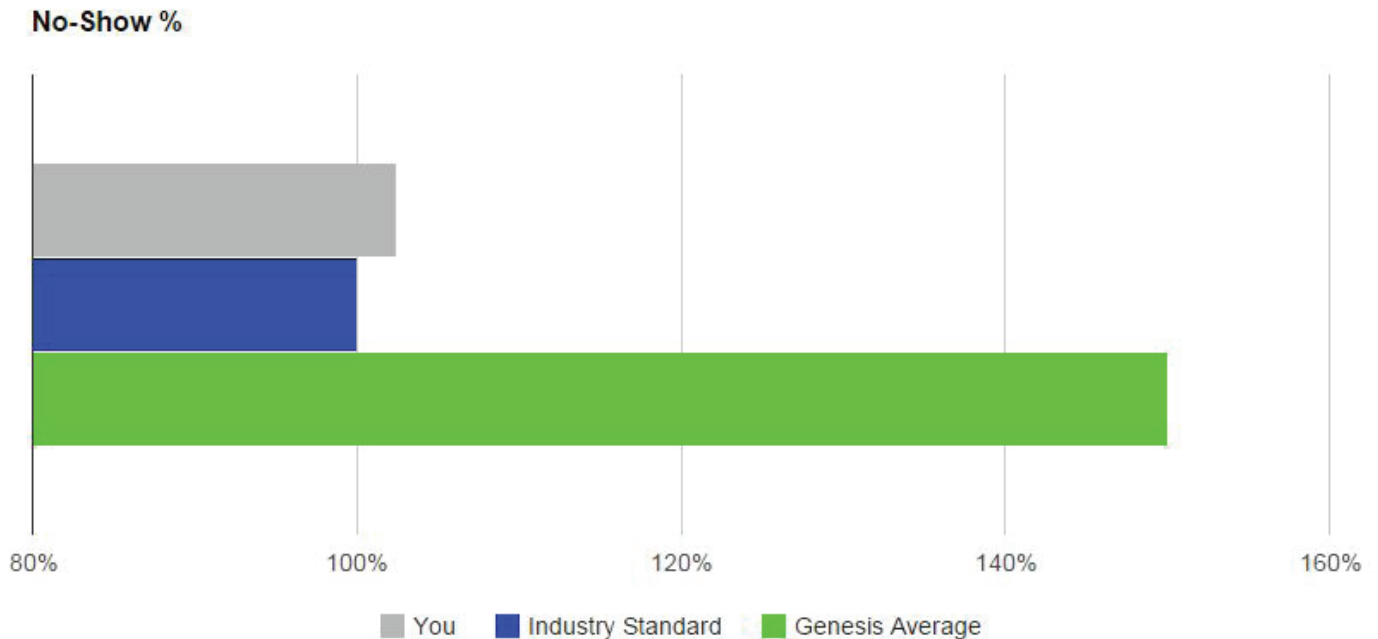


NO-SHOWS %

No-Shows % is the percentage of canceled visits out of all visits. The Industry No-Shows % Average is 15%, Genesis' average is 10%. In order to calculate your No-Shows %, just divide the number of canceled appointments during a month by the number of scheduled visits for that month. Similar to APV, high No-Shows is a compliance risk.

According to the data you have provided, your No-Show% is 14.6%

Your No-Show % is 103% of the industry standard and 68% of Genesis average. Please note that since the lower the No-Shows, the better - the percentage is the standard divided by your No-Shows.



CHARGE PER VISIT (CPV)

The Charge Per Visit is the average charge across all CPT codes that you charge for a visit. The Industry Average CPV for DCs is \$60.00 per visit, Genesis' average is \$205.00. This CPV, when compared with the PPV, indicates 44% to 50% pay rate by the insurance companies.

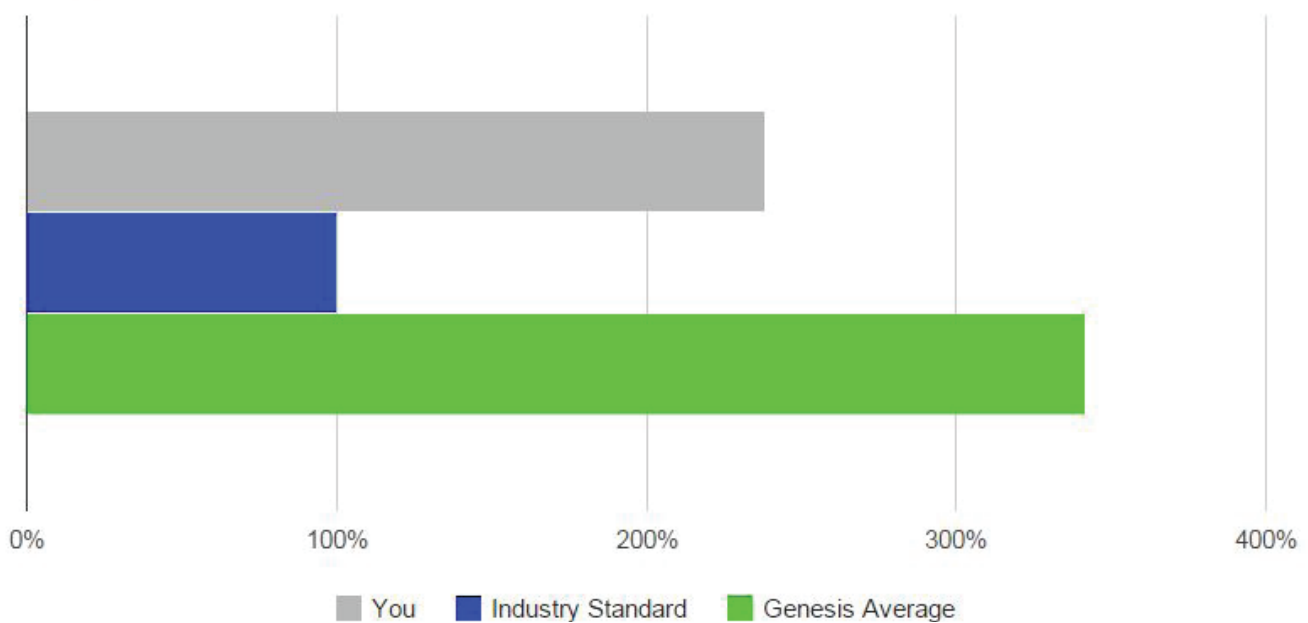
To calculate your average CPV, simply divide the sum of all the charges during one month by the number of visits that you had during this period.

According to the data you have provided, your CPV is \$142.86

Your CPV is 238% of the industry standard and 70% of Genesis average.



Charge Per Visit



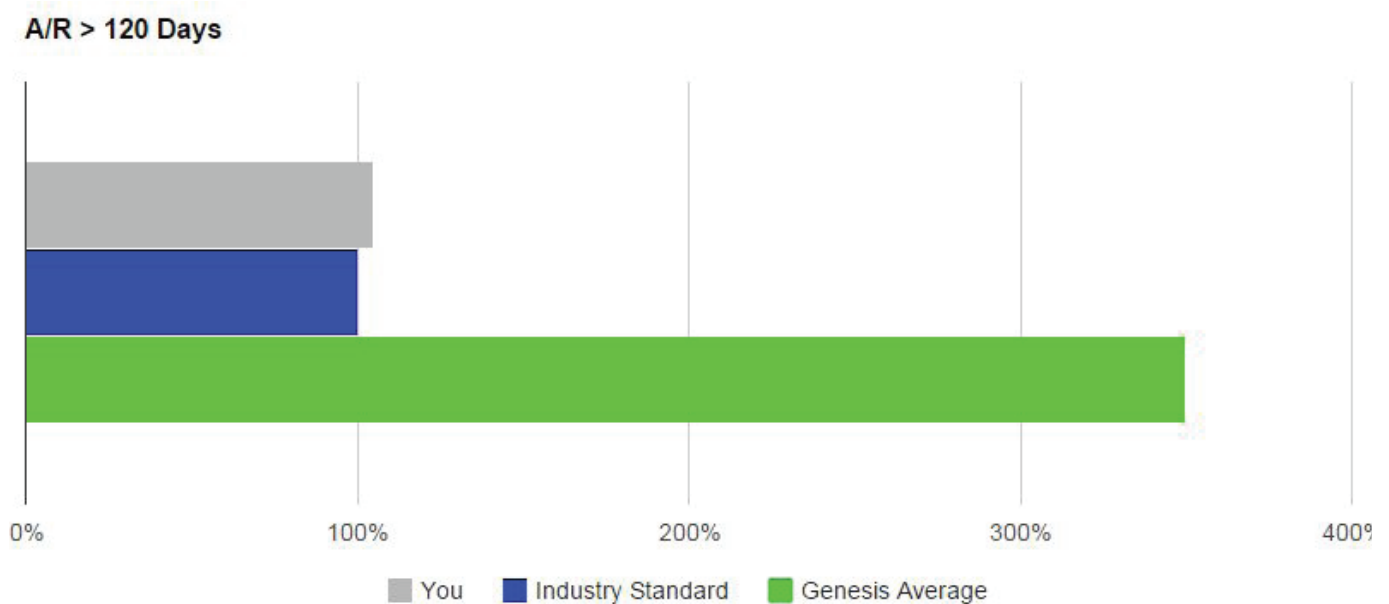
% AR > 120 DAYS

The % AR > 120 Days is the best indicator to evaluate your billing performance. This is the % that you have not been paid for more than 120 days since you submitted the claims. Since the probability of getting a claim paid shrinks by about 1% per day, the claims waiting for longer than 120 days are unlikely to be paid at all. The Industry Average for % AR > 120 Days is 21%; Genesis' average is 6%! To calculate, the %AR > 120 Days, simply divide the AR items over 120 days by the overall amount in AR.

According to the data you have provided, your AR > 120 is 20%.

Your AR > 120 is 105% of the industry standard and 30% of Genesis' average.

Please note that since the lower the AR > 120, the better - the percentage is the standard divided by your AR > 120.



MONTHLY GROWTH

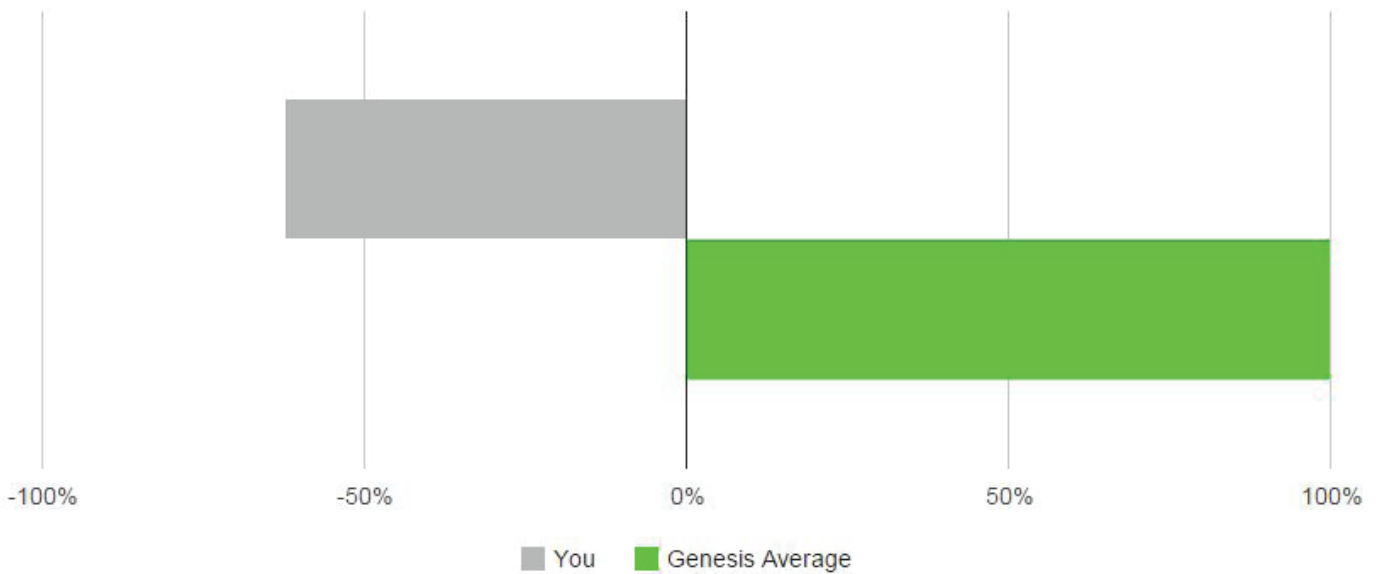
Monthly Growth is the best indicator to evaluate your overall practice health. This is the % that you are growing month over month. Genesis average practice monthly growth is 2%. To calculate monthly growth subtract the monthly attrition from the monthly new patients added.

According to the data you have provided Your monthly growth is -1.

Your monthly growth is -62% of Genesis average



Monthly growth

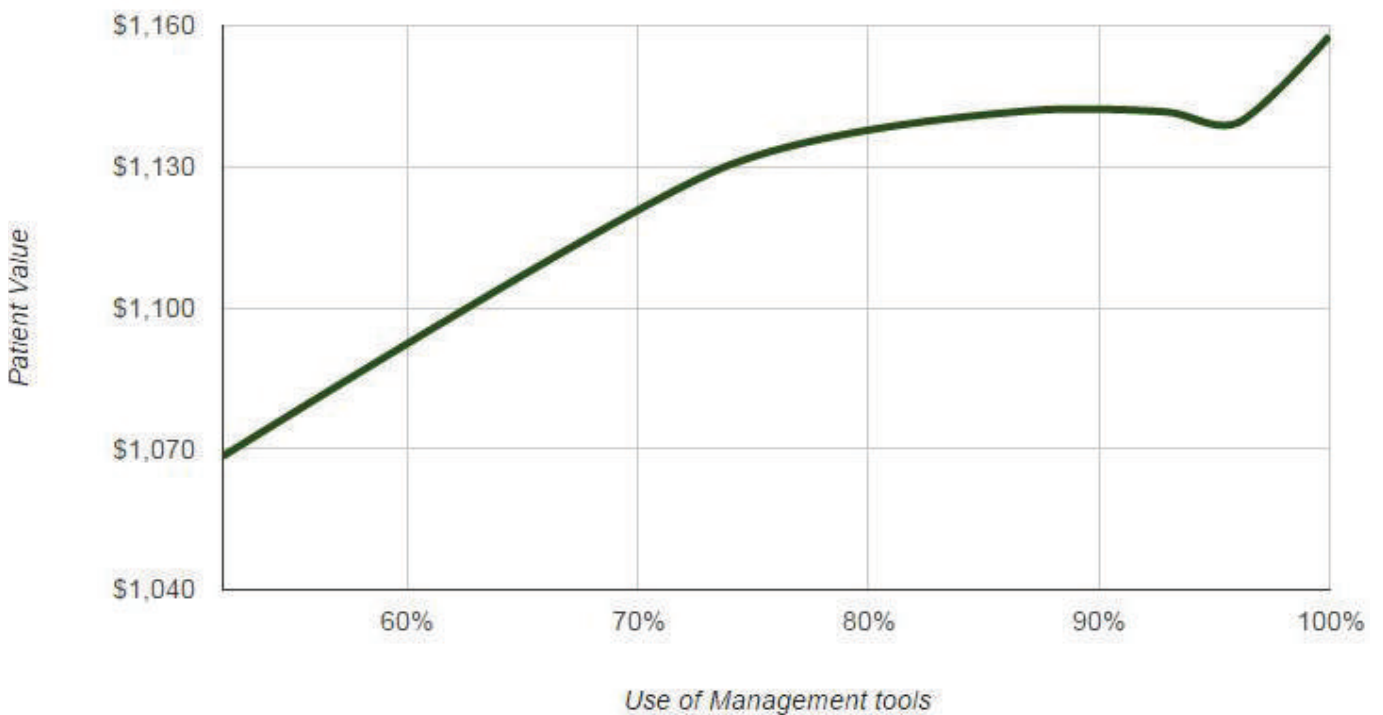


YOUR GROWTH AREAS

Identifying how you stack up against your competition is the first step. The next one is to understand what is the improvement potential in each area.

We can look at 5 areas and, based on the collected data, evaluate the potential growth given the possible improvement:

1. Management Savings
2. Documentation Savings
3. Claims Processing Savings
4. Patient Relationship Growth
5. Billing Performance Growth

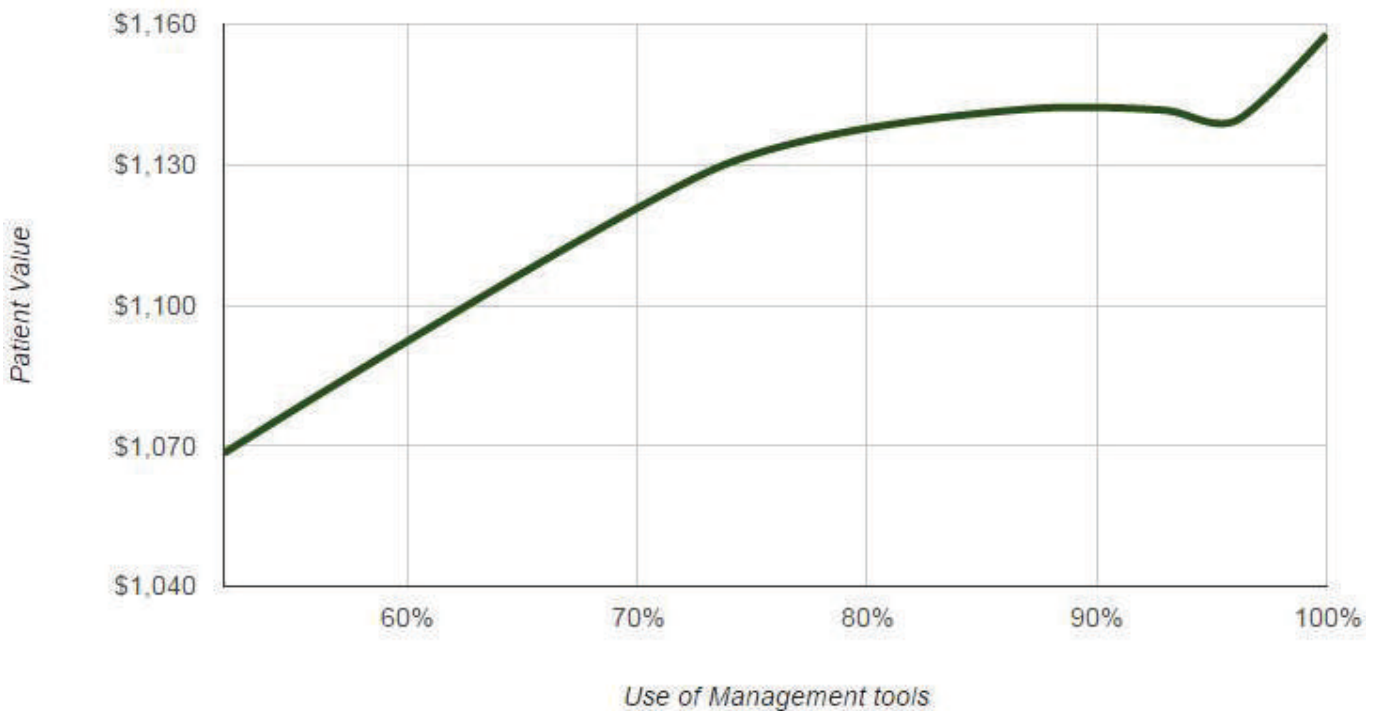


MANAGEMENT SAVINGS

Currently you and your practitioners are spending 45 hours per month on managing your practice. Using Genesis Workflow and monitoring tools allows you to dramatically cut the management time to 20 hours per month.

This is a saving of 25 hours per month; based on your hourly earnings for direct patient treatment of \$211.76, you can save \$5,294 per month or \$635,294 over the next 10 years.

Our experience shows that the more the practice uses our workflow and monitoring management tools, the higher the patient value; this is mainly due to the fact that they can focus on their patients.





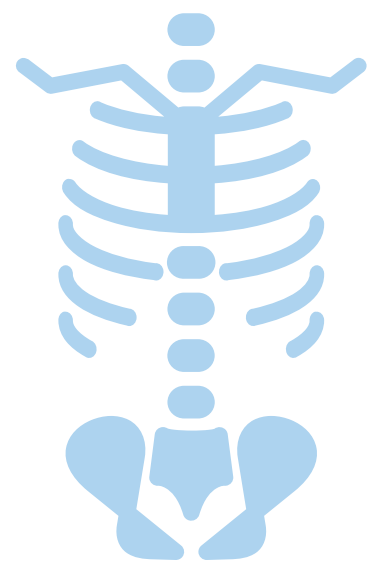
DOCUMENTATION SAVINGS

Identifying how you stack up against your competition is the first step. The next one is to understand what is the improvement potential in each area.



Currently you and your practitioners are spending 20 minutes to document one visit. Using Genesis documentation will allow you to dramatically cut the documentation time to 0.5 minutes per visit.

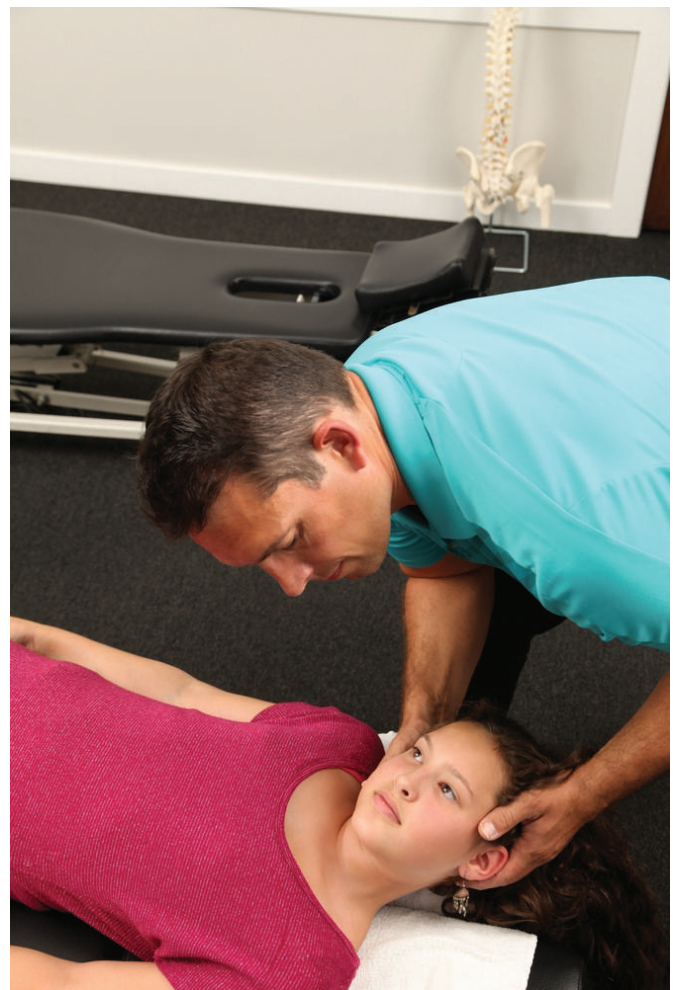
This is a saving of 114 hours per month; based on your hourly earnings for direct patient treatment of \$211.76, you can save \$24,088 per month or \$2,890,588 over the next 10 years.



CLAIMS PROCESSING SAVINGS

Currently your practice has 100 claims to follow up every month. Practitioners are spending 10 minutes on every claim and your staff is spending 15 minutes on every claim. Using Genesis STP engine will allow you to dramatically cut the practitioner's time to 1 minute per claim and the staff's time to 2 minutes per claim.

This is a saving of 15 practitioner hours per month and 22 administrative hours per month; based on your hourly earnings for direct patient treatment of \$211.76 and your administrative cost of \$15.00 per hour the value of this saving is \$3,501 per month or \$420,176 over the next 10 years.



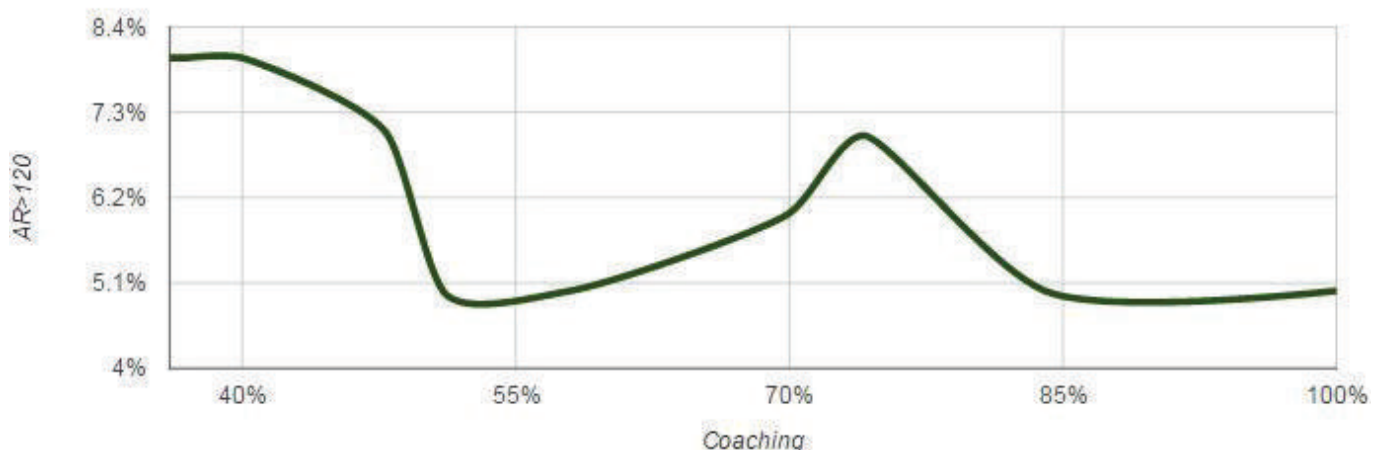
BILLING PERFORMANCE GROWTH

Your current AR over 120 day is 20%. The industry standard for AR > 120 is 21% and Genesis average AR > 120 is 6%.

In most cases you will never see money owed to you for over 120 days; in your case you are most likely losing \$6,000 every month. Reducing your AR > 120 to Genesis average means that you will lose only \$1,800 per month.

This is an addition of \$4,200 per month or \$504,000 over the next 10 years.

The more the practice uses our coaching services and the more they use our workflow and monitoring tools, the lower their AR > 120.

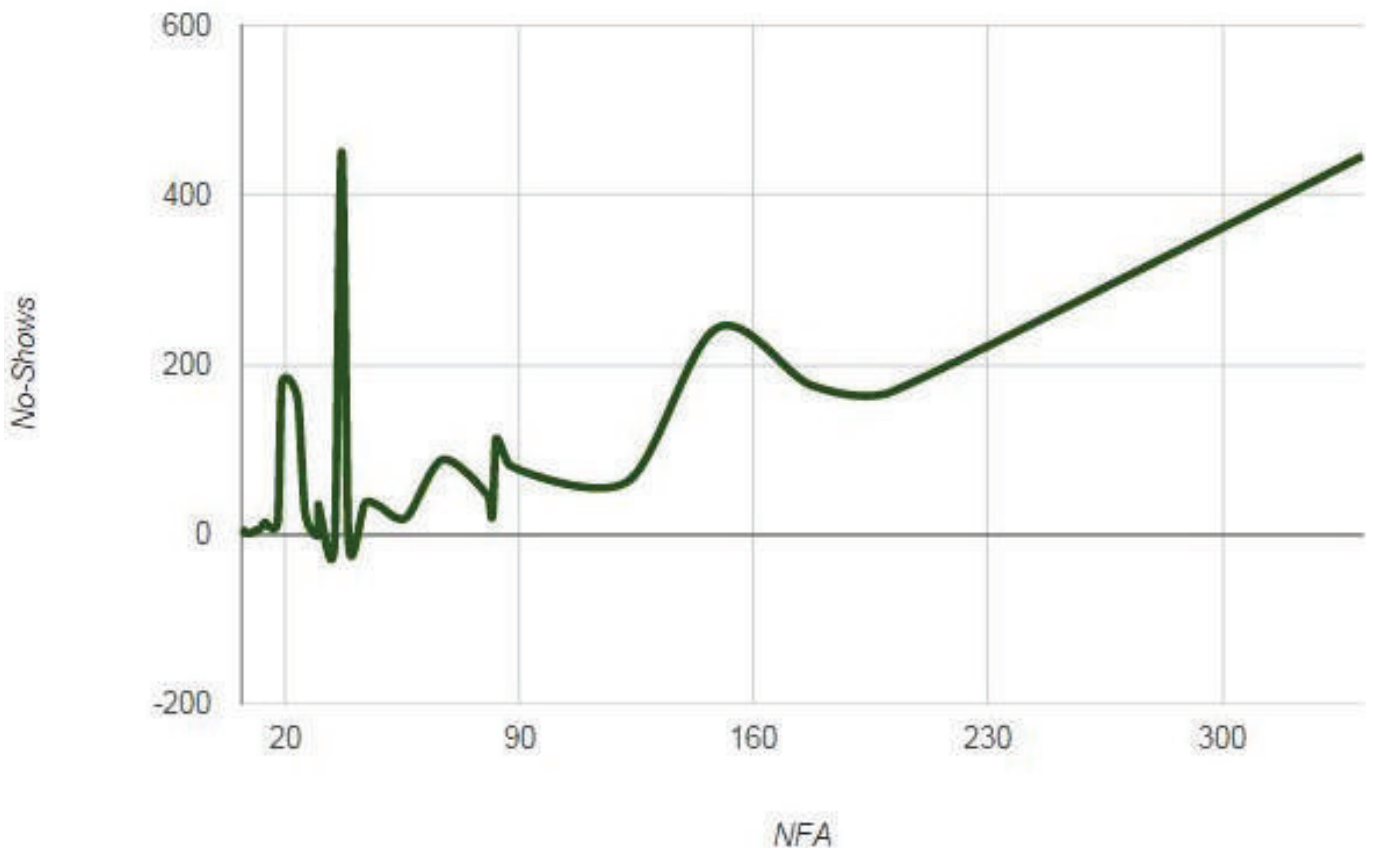


PATIENT RELATIONSHIP GROWTH

Your current No-Shows are 15% while Genesis' average No-Shows are 10%. Reducing your No-Shows by 5% will result in an additional 19 visits per month.

This is an addition of \$1,629 per month or \$195,429 over the next 10 years.

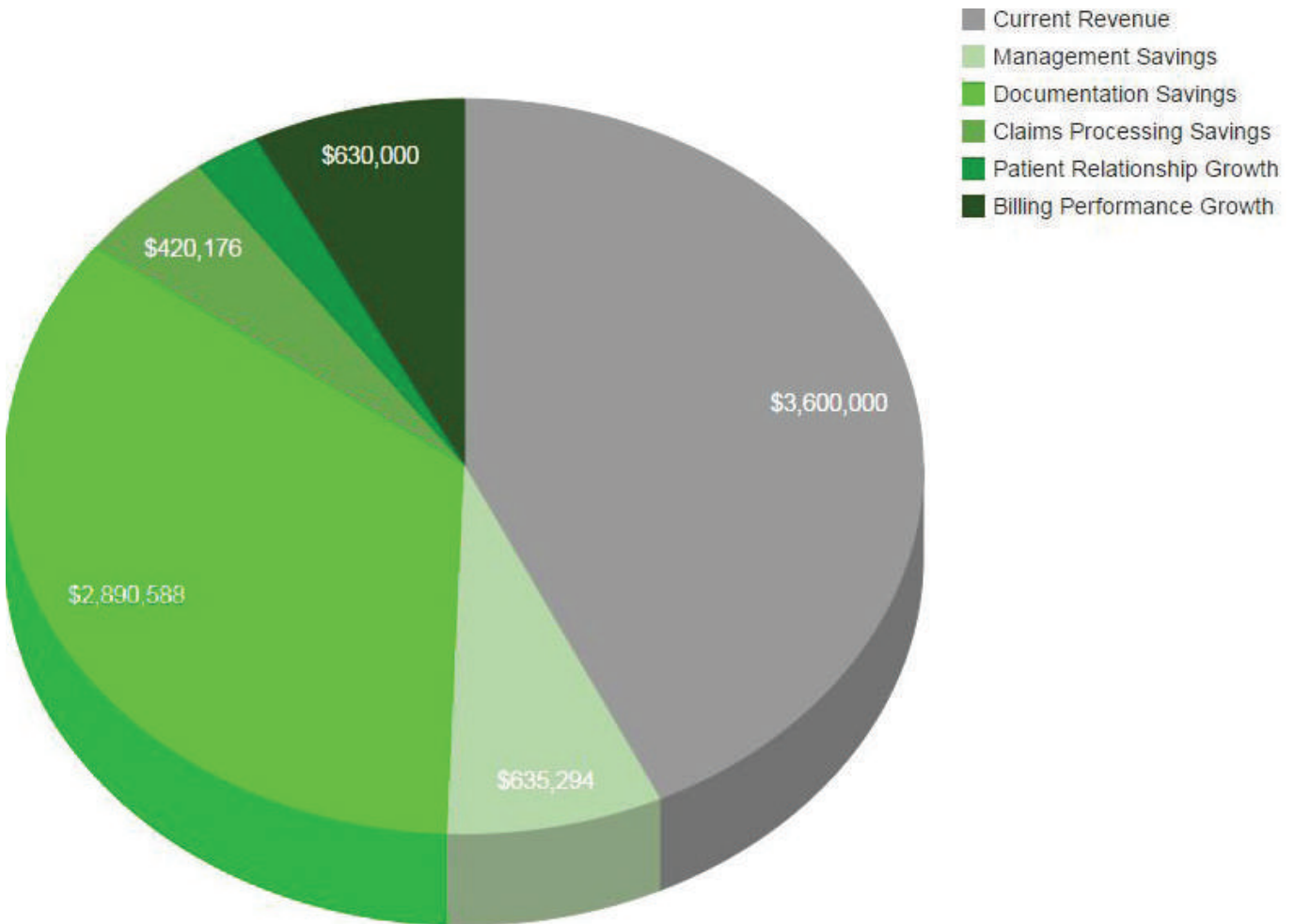
No Future Appointments (NFA) and No-Shows are highly related; the fact that patients have a clear care plan encourages them to comply with the plan without missing appointments. This correlation is boiled down to a very clear action; make sure that all of your patients are on a care plan!



WHAT DOES IT ALL MEAN FOR YOU?

This is the summary of your potential growth areas:

• Management Savings	\$635,294
• Documentation Savings	\$2,890,588
• Claims Processing Savings	\$420,176
• Patient Relationship Growth	\$195,429
• Billing Performance Growth	\$630,000





CLOSING

Hopefully we have been able to bring you some value with this eBook, but committing to improve, and taking the steps to grow your practice and improve your profitability, is entirely up to you!

To Your Success!