TERMINOLOGY

Patient Potential Value (PPV)
➜ The potential revenue generated from EACH lead

Cost Per Lead (CPL)
➜ The average cost you pay to generate an inquiry
(better staff pictures/most assets help)

Cost Per Show (made appointment) (CPS)
➜ How much you pay per schedule
(you can reduce this with proper follow up and following scripts)

Cost Per Acquisition (CPA)
➜ Total amount it costs to generate a new patient

Patient Lifetime Value (LTV)
➜ Total amount of value of a patient with cross sells and upsells