

Anatomy of a Patient-Centered Practice

# Business Intelligence





# Business Intelligence

**You can only manage what you meaningfully measure.**

Practice management software makes visible everything entered into it. Some metrics work best to comprehend your team's efforts and the end result. Awareness of these Key Performance Indicators (KPIs) on a daily, weekly, monthly and year-round basis is the raw material of a good feedback loop.

## Core Practice KPIs

**Inbound Conversion Rate**

**List of Leads per Lead Source**

**Treatment Presented**

**Treatment Planning Acceptance**

**Per-team Treatment Acceptance Rate**

**Each Doc/Hygienist: Production per Hour**

**Each Doc/Hygienist: Production per Patient**

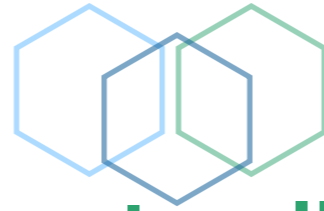
**Adherence to Procedure Benchmarks**

**Production from Hygiene w/ Hygienist Names**

**Recall Ratio**

**Recall or Recall and Treatment**

**A/R and collection**



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**Daily**

Daily awareness helps you rapidly develop familiarity with the patterns in your practice. Regularly comparing your hunches based on daily reports to longer term trends will sharpen your ability to understand intuitively what actions lead to which result.

**7-14 Days**

With a full schedule, you see about 2% of your patients for the year each week, or 10% every five weeks. Track weekly or biweekly with an eye toward how your team is maximizing each patient interaction and give them feedback. You will also spot trends in development.

**30 Days**

Monthly reports have enough information to contain meaningful insights to help you project and course-correct toward your 6- and 12-month goals, especially when compared to the last month and the same month last year.



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## Reporting Intervals and Use

### Daily

- Awareness
- Building Intuition
- Accountability

**Focus: Develop Familiarity With Patterns**

**Email**

### 7-14 Days

- Trend Detection
- Team Feedback
- Progress to Monthly Goals

**Focus: Maximize Daily Opportunities**

**Email**

### 30 Days

- State of Practice
- Trend Assessment
- Progress to 6/12-Month Goals

**Focus: Removing Barriers to Growth**

**In-person**



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## 7/14-Day Remote Report Protocol

This easy-to-start protocol contains all of the structure that would occur in a meeting.

It saves time and makes schedules work, and creates a lasting record of all trends and response decisions that you can return to and learn from.

### **Step 1:**

Manager pulls and presents data reports using chosen KPIs.

### **Step 2:**

Compose email/post with format as below. Attach desired spreadsheets.

### **Step 3:**

Manager sends to all necessary stakeholders.

## **Format**

1. **Summary:** Call attention to noteworthy trends in KPIs with "headline" bullet points.

Then, in a paragraph or bullet cluster for each, the manager:

2. **Explains anomalies.** For unknowns and hunches, include steps they will take toward clarification and rectification including a deadline for when they will follow up with stakeholders with more information.

- If desired, specific followup can be delegated to subordinate managers or mentors. Name them in the paragraph and CC/ loop them in.

3. Briefly outlines resolution (or progress of resolution) of last week's issues.

4. Shares "good news:" outstanding team performance, patient feedback, milestones, team events, etc.

### **Step 4:**

Owners assess report and data, propose actions and timelines, ask questions, and acknowledge the good news section. Reply-all to thread.

### **Step 5:**

Managers and delegates acknowledge assigned actions and deadlines and respond.