

NEW PATIENT OPPORTUNITY ANALYSIS

STEP 1: Circle the # of New Patients you currently get per month below.

STEP 2: Circle the target increase percentage.

	10	25	50	75	100	125	150	175	200	250	300	350	400	500	600	700	800	900
10%	1	3	5	8	10	13	15	18	20	25	30	35	40	50	60	70	80	90
20%	2	5	10	15	20	25	30	35	40	50	60	70	80	100	120	140	160	180
30%	3	8	15	23	30	38	45	53	60	75	90	105	120	150	180	210	240	270
54%	6	14	27	41	54	68	81	95	108	135	162	189	216	270	324	378	432	486

STEP 3: Circle monthly New Patient increase from above on the chart below.

Chart based on an average revenue per New Patient of \$2,000.

	MONTHLY	ANNUAL	5 YEAR	10 YEAR
1	\$2,000	\$24,000	\$120,000	\$240,000
2	\$4,000	\$48,000	\$240,000	\$480,000
3	\$6,000	\$72,000	\$360,000	\$720,000
5	\$10,000	\$120,000	\$600,000	\$ 1.2 M
6	\$12,000	\$144,000	\$720,000	\$ 1.44 M
8	\$16,000	\$192,000	\$960,000	\$ 1.92 M
10	\$20,000	\$240,000	\$ 1.2 M	\$ 2.4 M
13	\$26,000	\$312,000	\$ 1.56 M	\$ 3.12 M
14	\$28,000	\$336,000	\$ 1.68 M	\$ 3.36 M
15	\$30,000	\$360,000	\$ 1.8 M	\$ 3.6 M
18	\$18,000	\$216,000	\$ 1.08 M	\$ 2.16 M
20	\$40,000	\$480,000	\$ 2.4 M	\$ 4.8 M
23	\$46,000	\$552,000	\$ 2.76 M	\$ 5.52 M
25	\$50,000	\$600,000	\$ 3 M	\$ 6 M
27	\$54,000	\$648,000	\$ 3.24 M	\$ 6.48 M
30	\$60,000	\$720,000	\$ 3.6 M	\$ 7.2 M
35	\$70,000	\$840,000	\$ 4.2 M	\$ 8.4 M
38	\$76,000	\$912,000	\$ 4.56 M	\$ 9.12 M
40	\$80,000	\$960,000	\$ 4.8 M	\$ 9.6 M
41	\$82,000	\$984,000	\$ 4.92 M	\$ 9.84 M
45	\$90,000	\$ 1.08 M	\$ 5.4 M	\$ 10.8 M
50	\$100,000	\$ 1.2 M	\$ 6 M	\$ 12 M
53	\$106,000	\$ 1.27 M	\$ 6.36 M	\$ 12.72 M
54	\$108,000	\$ 1.3 M	\$ 6.48 M	\$ 12.96 M
60	\$120,000	\$ 1.44 M	\$ 7.2 M	\$ 14.4 M
68	\$136,000	\$ 1.63 M	\$ 8.16 M	\$ 16.32 M
70	\$140,000	\$ 1.68 M	\$ 8.4 M	\$ 16.8 M
75	\$150,000	\$ 1.8 M	\$ 9 M	\$ 18 M
80	\$160,000	\$ 1.92 M	\$ 9.6 M	\$ 19.2 M
81	\$162,000	\$ 1.94 M	\$ 9.72 M	\$ 19.44 M
90	\$180,000	\$ 2.16 M	\$ 10.8 M	\$ 21.6 M
95	\$190,000	\$ 2.28 M	\$ 11.4 M	\$ 22.8 M
100	\$200,000	\$ 2.4 M	\$ 12 M	\$ 24 M
105	\$210,000	\$ 2.52 M	\$ 12.6 M	\$ 25.2 M
108	\$216,000	\$ 2.59 M	\$ 12.96 M	\$ 25.92 M
120	\$240,000	\$ 2.88 M	\$ 14.4 M	\$ 28.8 M
135	\$270,000	\$ 3.24 M	\$ 16.2 M	\$ 32.4 M
140	\$280,000	\$ 3.36 M	\$ 16.8 M	\$ 33.6 M
150	\$300,000	\$ 3.6 M	\$ 18 M	\$ 36 M
162	\$324,000	\$ 3.8 M	\$ 19.44 M	\$ 38.88 M
180	\$360,000	\$ 4.32 M	\$ 21.6 M	\$ 43.2 M
189	\$378,000	\$ 4.54 M	\$ 22.68 M	\$ 45.36 M
210	\$420,000	\$ 5.04 M	\$ 25.2 M	\$ 50.4 M
216	\$432,000	\$ 5.18 M	\$ 25.92 M	\$ 51.84 M
240	\$480,000	\$ 5.76 M	\$ 28.8 M	\$ 57.6 M
270	\$540,000	\$ 6.48 M	\$ 32.4 M	\$ 64.8 M
324	\$648,000	\$ 7.78 M	\$ 38.88 M	\$ 77.76 M
378	\$756,000	\$ 16.63 M	\$ 83.16 M	\$ 166.32 M
432	\$864,000	\$ 10.37 M	\$ 51.84 M	\$ 103.68 M
486	\$972,000	\$ 11.66 M	\$ 58.32 M	\$ 116.64 M

STEP 4: Fill in your annual increase and 10 year numbers:

ANNUAL INCREASE		10 YEAR	
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