





ESSENTIAL PRACTICE METRICS

THE NUMBERS EVERY FUTURE PRACTICE OWNER SHOULD KNOW

Understand the vital signs of a successful practice. Focus on the core metrics that matter most to performance, profitability, and sustainable growth.

1 PRACTICE VALUATION METRICS


METRIC	TARGET / BENCHMARK	WHY IT MATTERS
 Active Patients	2,000+ for full-time practice	Core indicator of practice strength
 400-Patient Rule	400 patients = 1 doctor day/week	Measures capacity
 Cost Per Patient	\$300–\$500 ideal; >\$700 red flag	Identifies overpaying
 Revenue Potential	Rural: \$600/patient Urban: \$700/patient	Forecasts upside

2 COST PER PATIENT SCORECARD







	\$300–\$500 HEALTHY VALUE Strong value. In line with market benchmarks.
	\$500–\$700 PROCEED CAREFULLY May be reasonable with strong growth potential or unique advantages.
	\$700+ HIGH RISK High cost per patient. Proceed with extreme caution.


3 THE 400-PATIENT RULE

ACTIVE PATIENTS	DOCTOR DAYS SUPPORTED PER WEEK	PRACTICAL IMPLICATION
400	1	Part-time
800	2	Part-time
1,200	3	Steady demand
1,600	4	Full schedule forming
2,000	5	Full-time doctor
2,400	6	Growth-ready
2,800	7	Multi-doctor potential

 **RULE OF THUMB:** Every 400 active patients supports one doctor day per week.

4 HEALTHY P&L BENCHMARKS

CATEGORY	HEALTHY RANGE (% OF COLLECTIONS)
 Rent	4 – 7%
 Staff Wages & Benefits	27 – 32%
 Clinical Supplies	5 – 7%
 Lab Fees	6 – 8%
 Marketing	2 – 4%
 Admin / Utilities / Misc	1 – 3%

 **TARGET:** Keep total overhead (all categories above) at or below 60% of collections.

CEO INSIGHT



“ Great practice owners don’t guess—they measure. Master these numbers and you’ll evaluate opportunities with confidence. ”