



STATISTICS PERTAINING TO THE SALES LINE

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Here are some statistics you can keep to monitor/expand your sales line:

- 1. TOTAL OUTFLOW:** This is a combination of all letters and promotion sent out by your office in a given time period. You can if you wish include outgoing phone calls in this statistic.
- 2. NUMBER OF RECALL APPOINTMENTS KEPT:** Note here that this is NOT a total of all hygiene patients. This statistic includes ONLY official recall appointments meaning 3, 4 or 6 month recalls. You can include Perio maintenance in this though as this IS a recall appointment.
- 3. NUMBER OF NEW PATIENTS:** Simply, the number of new patients seen in the office.
- 4. NUMBER OF CONSULTS:** Number of consult visits seen by the office. This would include if you see the patient the same day or if the patient comes back on another day for the consult.
- 5. \$ VALUE TREATMENT PRESENTED:** Total \$ value of treatment plans presented to patients.
- 6. \$ VALUE OF TREATMENT ACCEPTED:** Total \$ value of treatment accepted by patients. By accepted is meant the patient has signed-up for the treatment and financial arrangements are made.