

The Elusive Return on Investment: Not Anymore

As a clinician you are often weighing the value vs. consequences of a treatment on a patient. To help you make the right choice, you utilize the data available to you to make an informed decision. The same should hold true for the business side of your Practice.



Dr. Scott Drake is a practicing optometrist and contact lens guru with two offices in the greater Kansas City area.

For more information, contact him at sdrake@customeyeskc.com

Return on investment or ROI is a data collection and calculation made to determine the best business course of action. Whether it is purchasing new equipment, hiring a staff member or investing in certain types of marketing, each activity costs the Practice money and each is expected to return that money plus some. The "plus some" is your return on your cost or initial investment.

Most Practices avoid this calculation and move blindly through their business like writing a prescription without refracting. But some Practices have discovered the secret of ROI and the impact on their Practice is nothing short of amazing.

"Already this morning we have had two new patient appointments through our website and it's only 9AM."

Dr. Scott Drake of Custom Eyes in Lee's Summit, Missouri is one such optometrist. "We measure the results of our online marketing by simply counting the number of appointments we receive through our website," reported Dr. Drake. "Each

day we'll get 3 or 4 requests for new patient appointments through our EyeCarePro website. We also receive reorders for contacts and current patient appointments which significantly reduce our inbound call volume."

At EyeCarePro, we seek to have our customers receive a 5 to 7 times return on investment. That means that an investment of \$100 should give back or return \$500 to \$700 to the Practice. Different activities will have different rates of return but the calculation is the same.

To start the calculation, the staff at Custom Eyes count the number of appointments being made through the website each day and record that. At the end of each month, using an estimated value of \$300 per appointment, Dr. Drake can quickly and easily see the value or return he receives on his online marketing.

3 new patient appointments each day
22 business days each month
66 new patient appointments a month
\$300 estimated value per appointment
— \$299 OD Lite online marketing services

=\$19,501 return on investment

(65 times the rate of return on investment on \$299)

"We have had very realistic expectations with the online marketing process and yet pushed forward each month to improve," stated Dr. Scott. "Our first two months were slow, but we have seen a steady increase in appointments and now our new appointments have consistency and predictability. We know July, August, February and March will be busier and that has helped to set expectations...The return on investment calculation is easy to do and very rewarding. We can make good decisions to increase certain activities in our Practice and decrease others because they are not contributing as strongly."