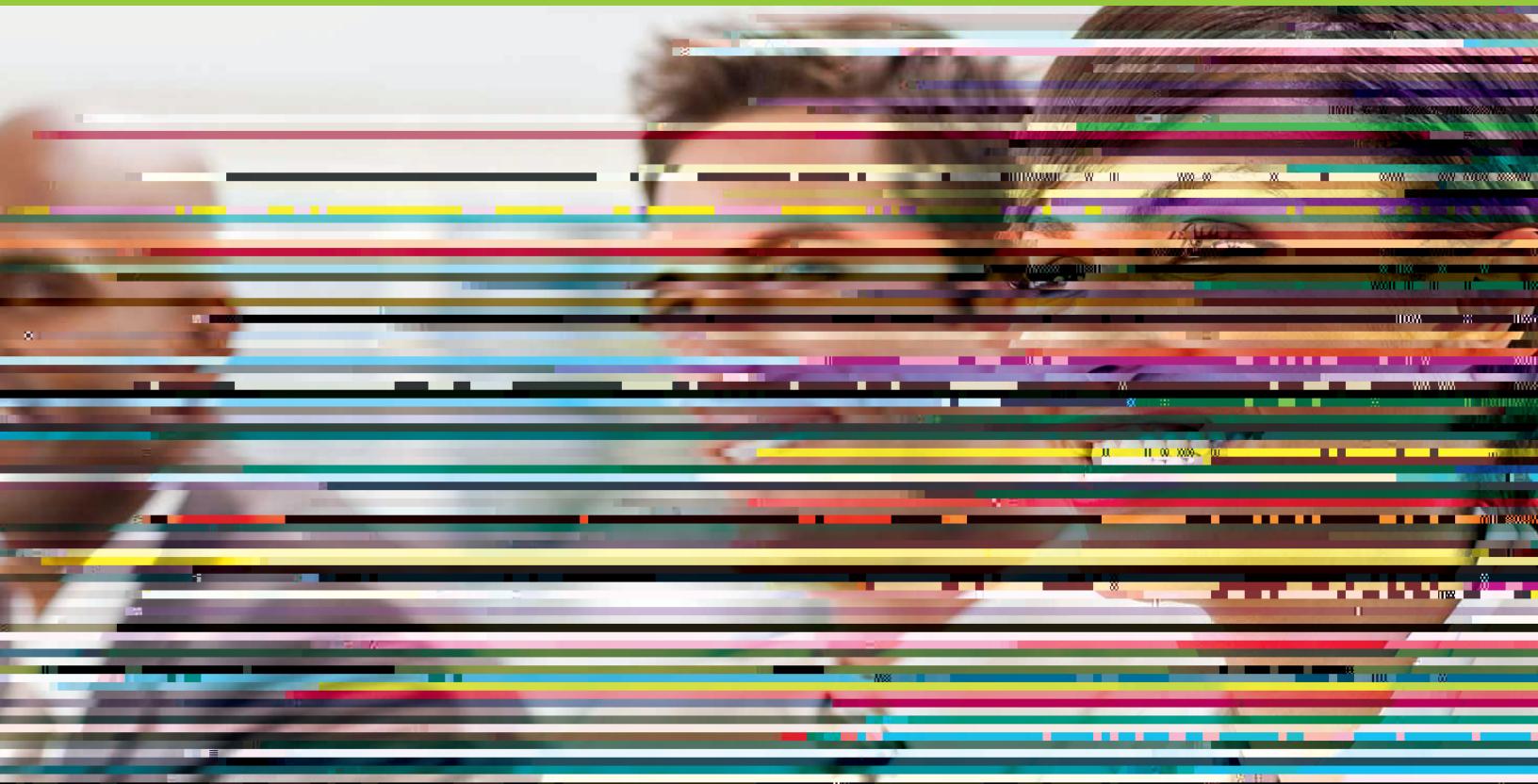


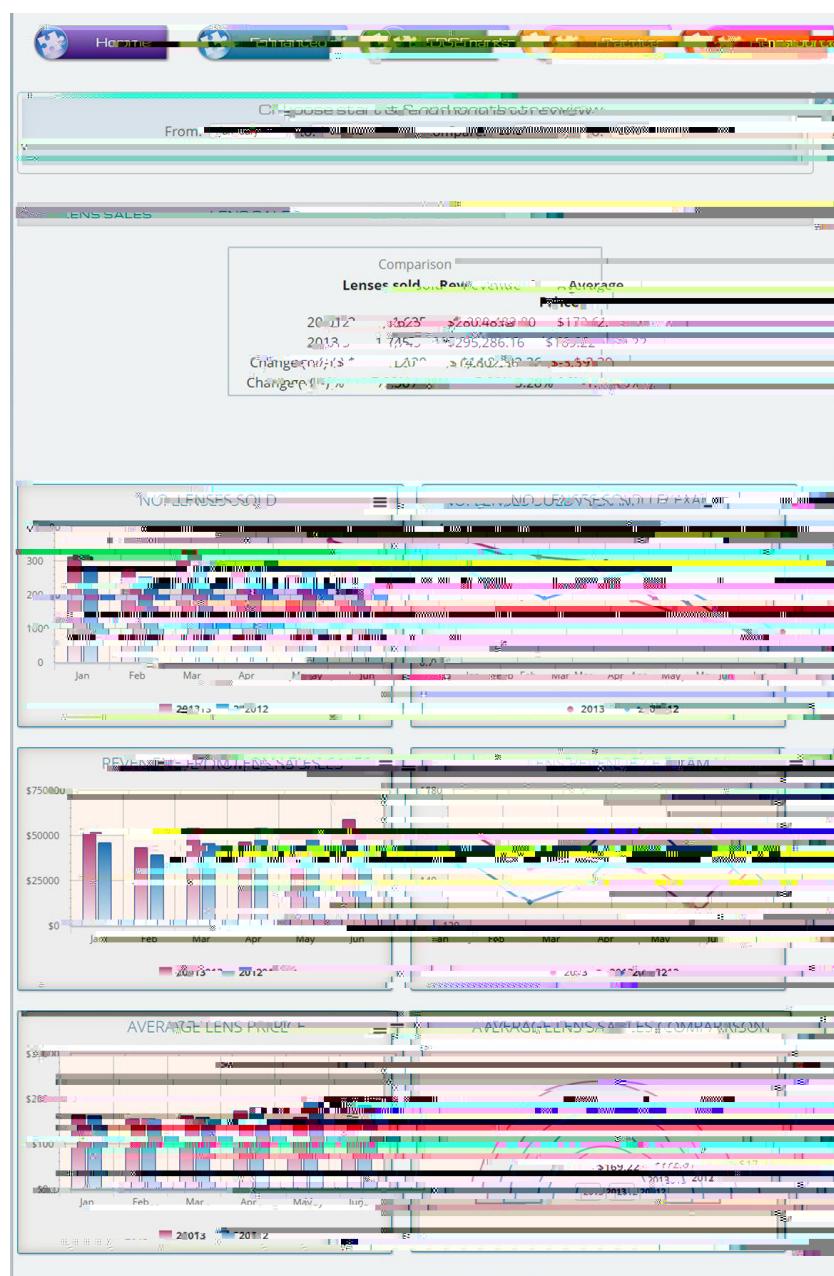
# Turning Data into RESULTS

## Why Metrics Matter



# The challenges of running an







# SALES SUMMARY

How much revenue did the practice lose during this 6-month time period on Other Exams?

Which of the two businesses had the highest increase in total sales revenue, the clinic or the optical?

What is the difference in new patient exams? How could this number validate your marketing strategy?

How many additional boxes of contact lenses were sold? How is this information beneficial to you when working with a contact lens distributor?



