

1

Determine your potential earnings per new patient

Enter Your Cost Per Patient

This number is for blahblah blah blahlahblha. We suggest \$170.00

Enter Your Revenue Per Patient

This number is for blahblah blah blahlahblha. We suggest \$170.00

Enter Your Visits Per Year

This number is for blahblah blah blahlahblha. We suggest \$170.00

Enter Your Number of Years Seen

This number is for blahblah blah blahlahblha. We suggest \$170.00

Your Lifetime
Patient Value

2

Compare your potential cost per expected patient across marketing channels

	Cost	# New Patients	Cost Per New Patient
Print			
Broadcast			
Mail			
Digital			

NOTE:

Lorem ipsum
dolor sit amet,
consectetur
adipiscing elit.

3

Calculate your ROI

Marketing Type	Lifetime Value	Marketing Cost	Marketing Cost	ROI
Print	(<input type="text"/> - <input type="text"/>) / <input type="text"/>	=		
Broadcast	(<input type="text"/> - <input type="text"/>) / <input type="text"/>	=		
Mail	(<input type="text"/> - <input type="text"/>) / <input type="text"/>	=		
Digital	(<input type="text"/> - <input type="text"/>) / <input type="text"/>	=		