

Practice Performance Assessment

PPA

Executive Summary



MBA Practice Profile Research

This report has been prepared exclusively for your practice.

A map of the United States with state boundaries outlined in white. The map is filled with a solid blue color. Three callout boxes are overlaid on the map: a dark blue box in the upper central region, a green box in the lower left region, and a light green box in the lower right region.

Surveyed **over 1,600 private optometric practices in the U.S.** in order to have most authentic analysis.

Included **practices across the entire spectrum of sizes, characteristics, and both new and established practices.**

Included **comprehensive information on the characteristics and financial performance.**

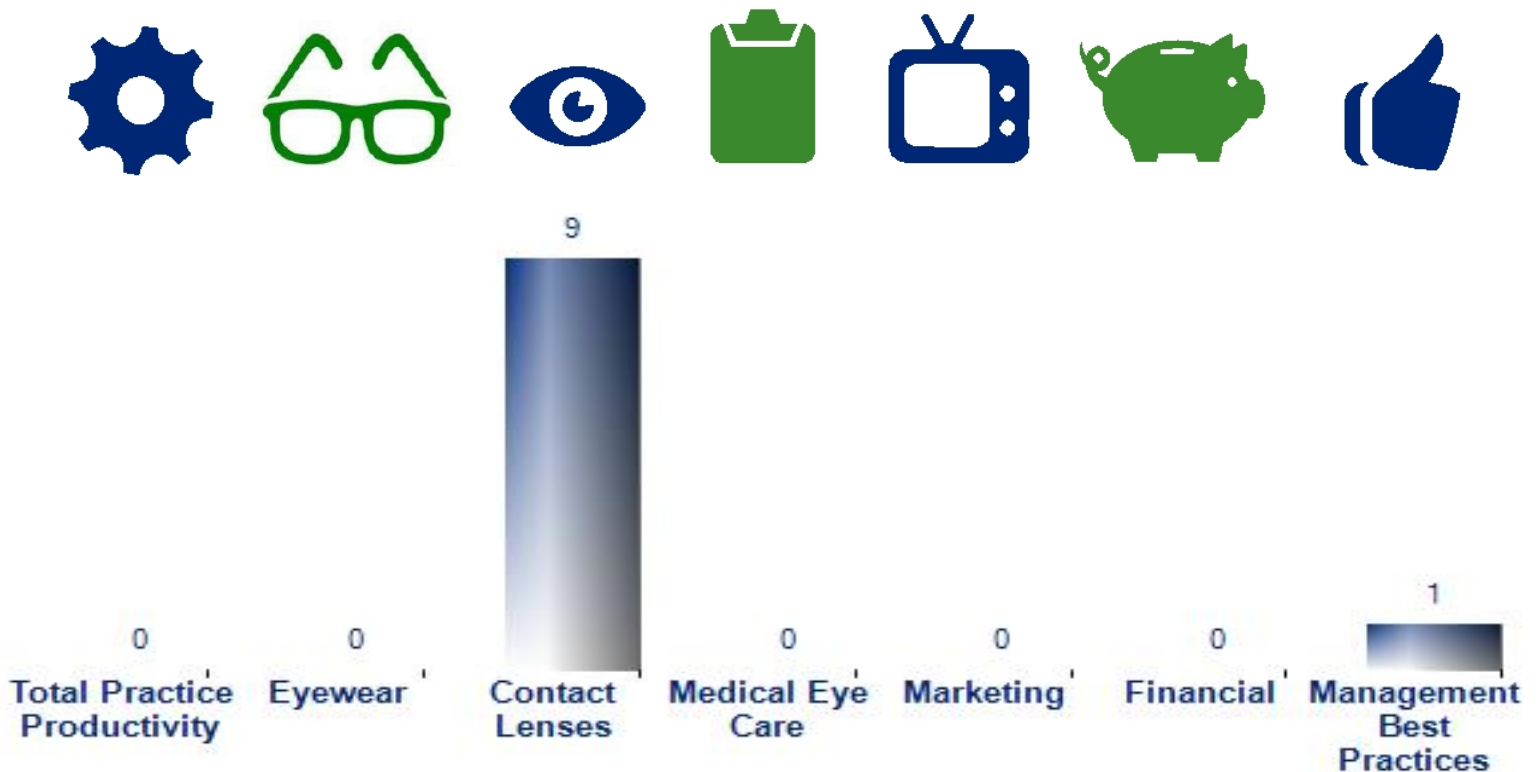
Key Metrics

The metrics are divided into seven groups to showcase comprehensive performance of your practice.



Overall Percentile Rankings

Your overall percentile rankings in each of the key metrics group.

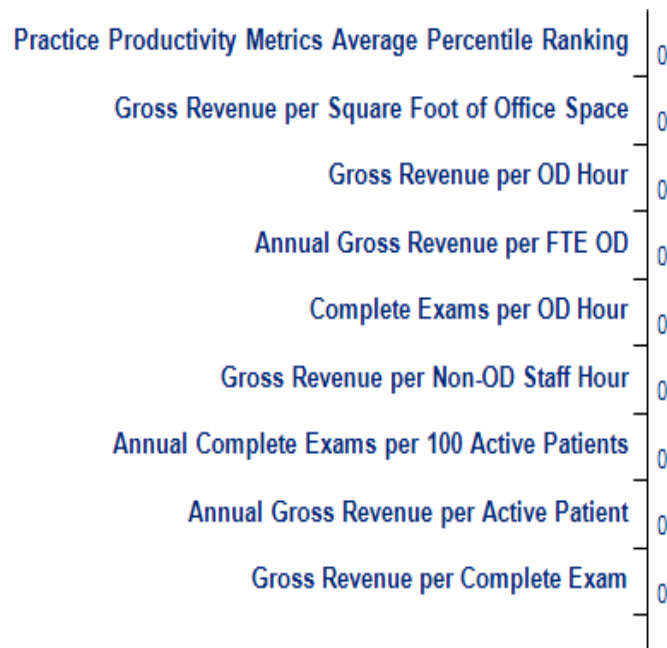




Total Practice Productivity

Your total practice productivity metrics summary: percentile rankings

Read more about the metrics on page no.5 in the detailed report





Your eyewear metrics performance summary: percentile rankings

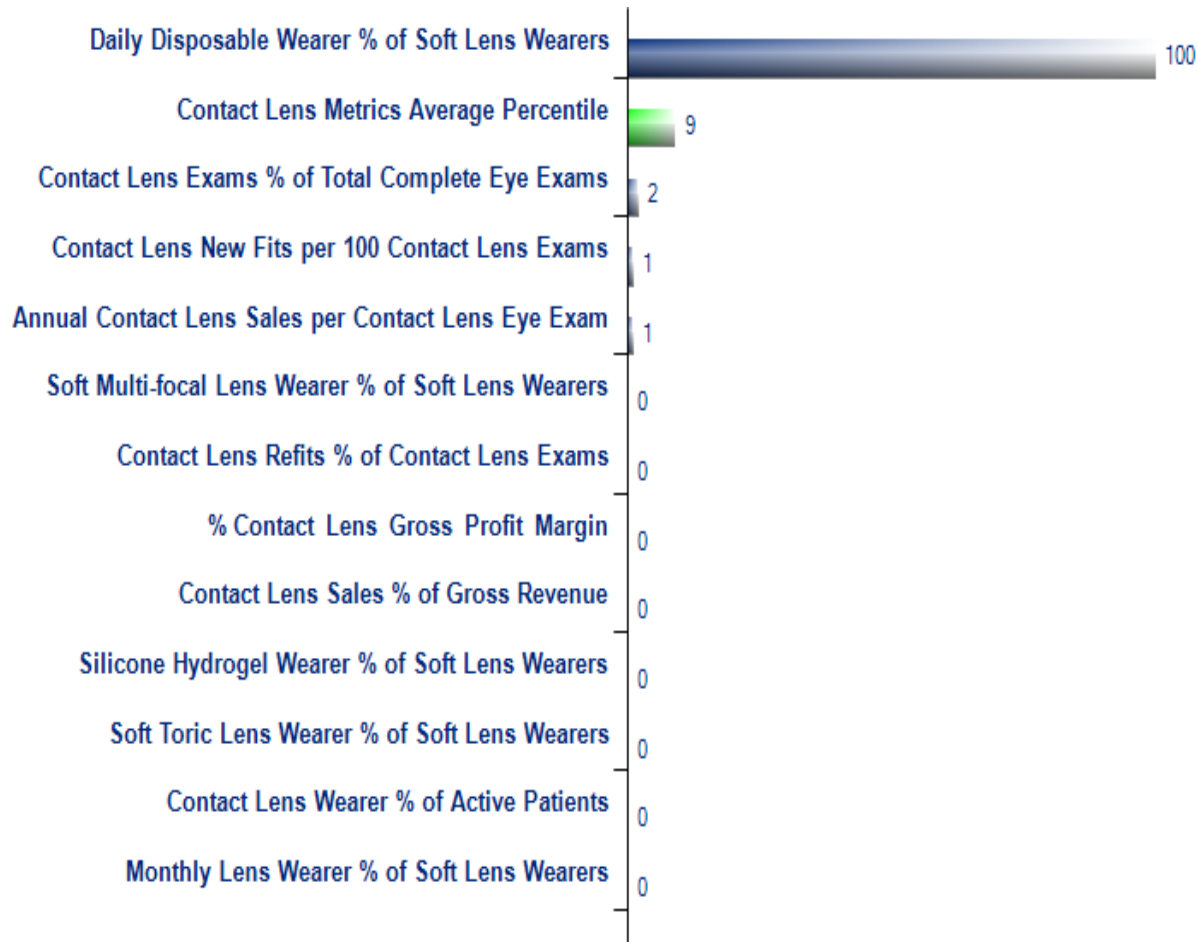




Contact Lenses

Read more about the metrics on page no.26 in detailed report

Your contact lenses metrics performance summary: percentile rankings





Medical Eye Care

Read more about the metrics on page no. 35 in the detailed report

Your medical eye care metrics performance summary: percentile rankings





Marketing

Your marketing metrics performance summary: percentile rankings

Read more about the metrics on page no.39 in the detailed report





Financial

Your financial metrics performance summary: percentile rankings





Management "Best Practices"

Read more about the metrics on page no.51 in the detailed report

Your management performance summary: percentile rankings



Metrics that indicate your opportunities

Your revenue opportunity* at 75th performance



Metrics that indicate your strengths

Your practice performance is in the top 10 percentile range in the following metrics:



Daily Disposable Wearer % of Soft Lens Wearers
100th

Read more about this metric on page no. 32 in the detailed report

* Revenue opportunity = Revenue earned at 75th percentile position - Revenue earned at your position