

# 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.**

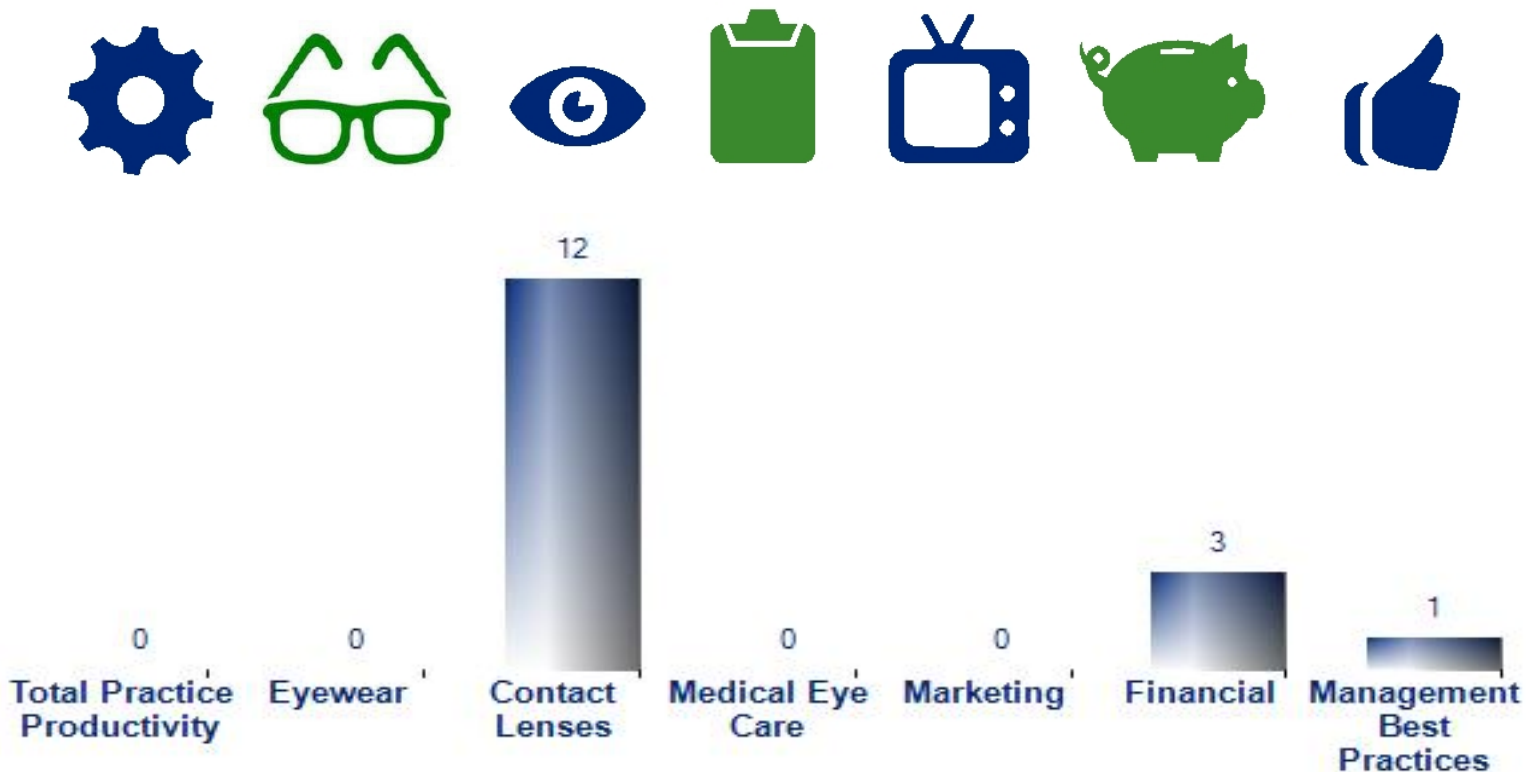
# Key Metrics

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

Practice Productivity Metrics Average Percentile Ranking	
Gross Revenue per Square Foot of Office Space	0
Gross Revenue per OD Hour	0
Annual Gross Revenue per FTE OD	0
Complete Exams per OD Hour	0
Gross Revenue per Non-OD Staff Hour	0
Annual Complete Exams per 100 Active Patients	0
Annual Gross Revenue per Active Patient	0
Gross Revenue per Complete Exam	0



## Your eyewear metrics performance summary: percentile rankings

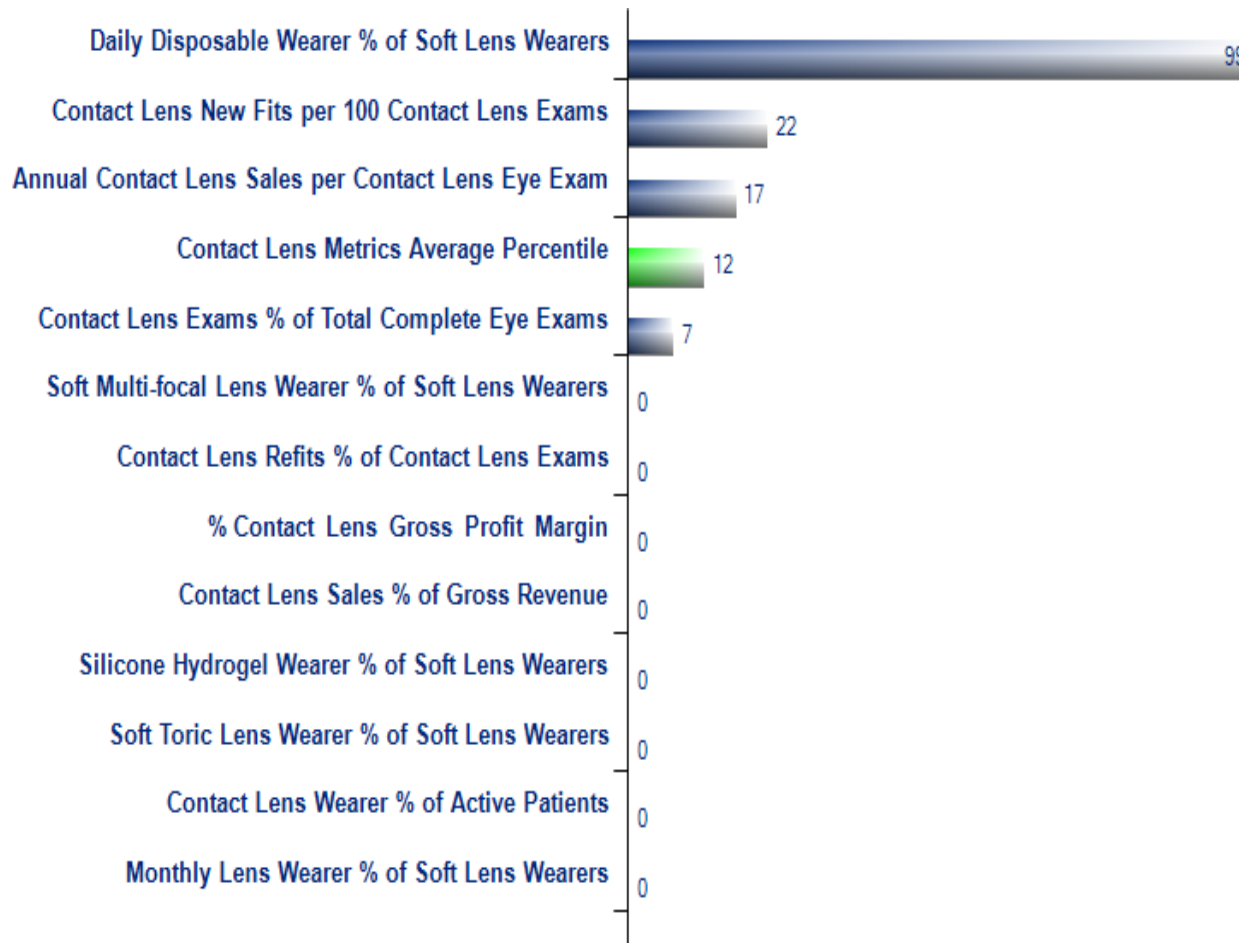




# Contact Lenses

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***  
99th

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