

# Practice Performance Assessment

Hotel

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.**

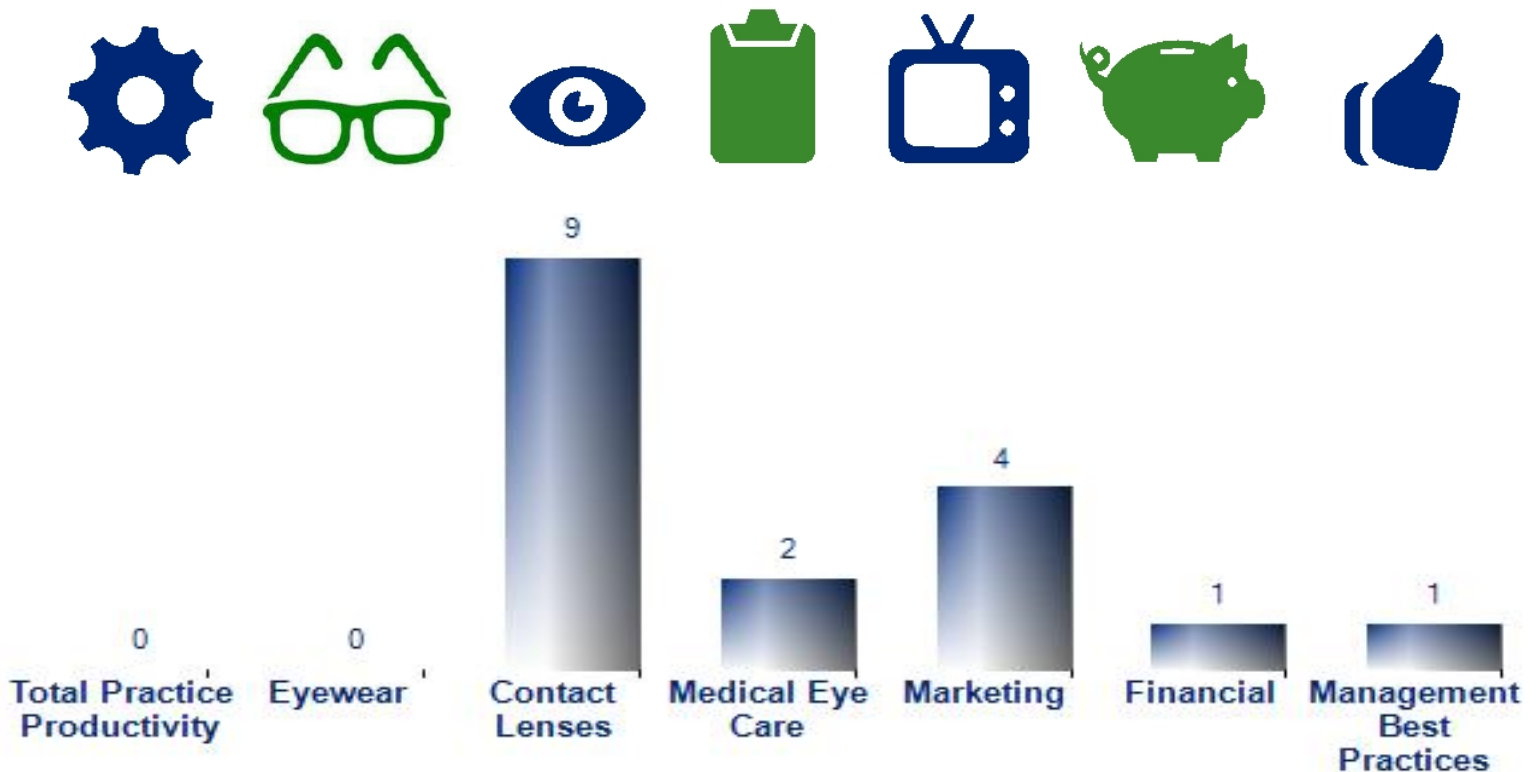
# Key Metrics

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.

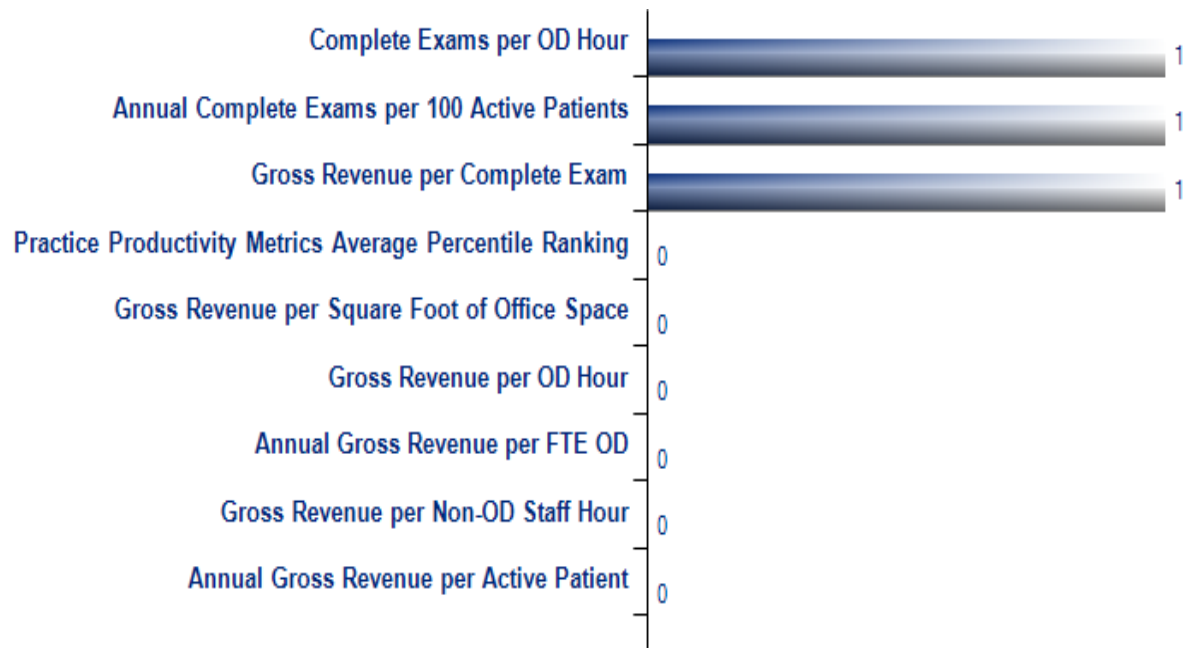




# Total Practice Productivity

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

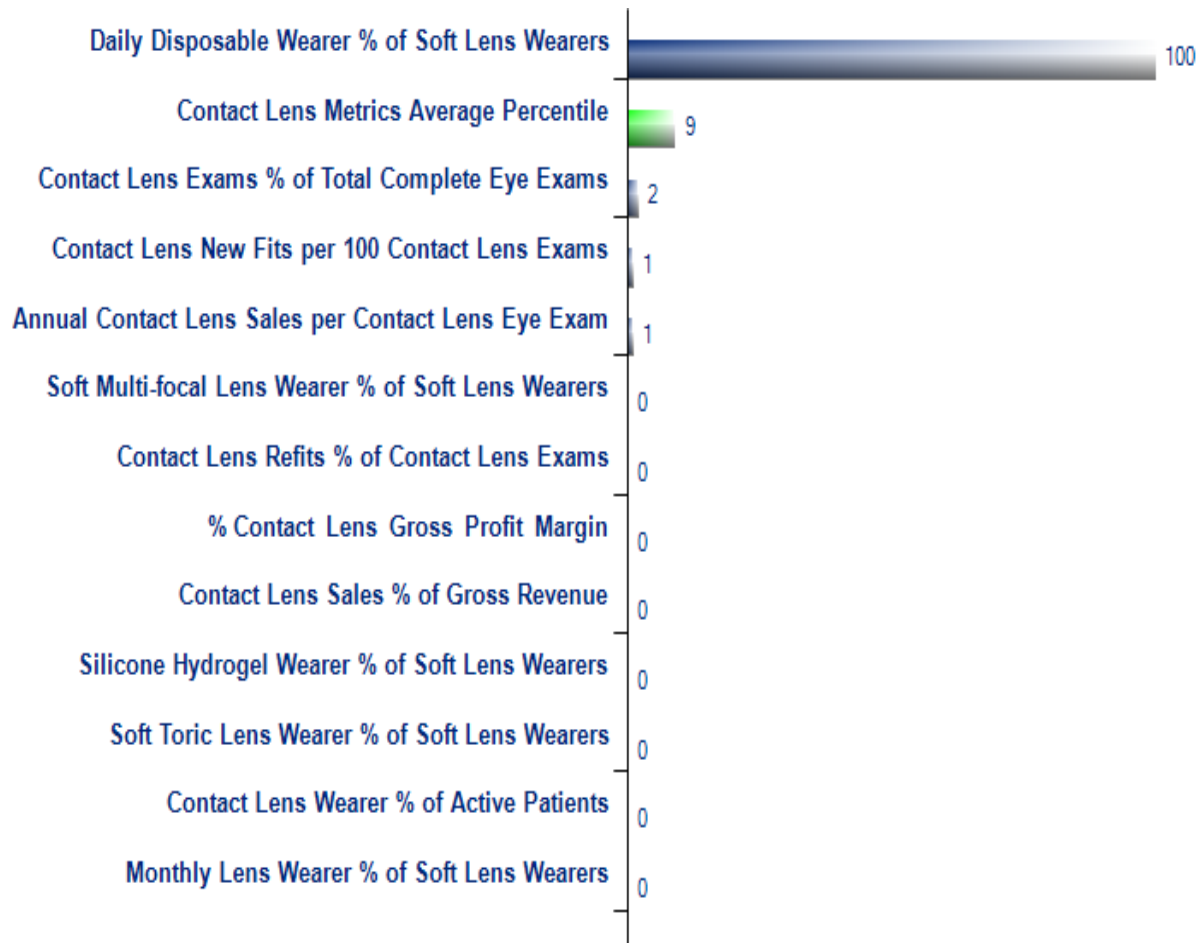




# Contact Lenses

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

Your contact lenses metrics performance summary: percentile rankings



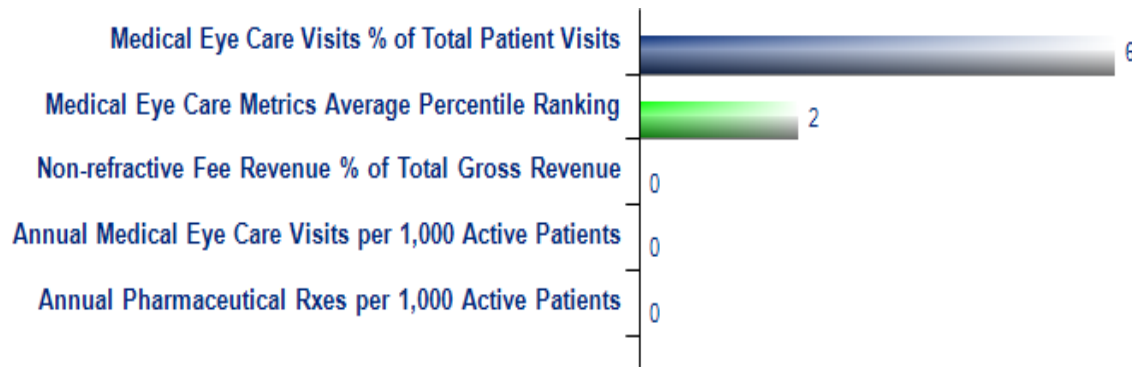




# Medical Eye Care

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

Your medical eye care metrics performance summary: percentile rankings







# Marketing

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

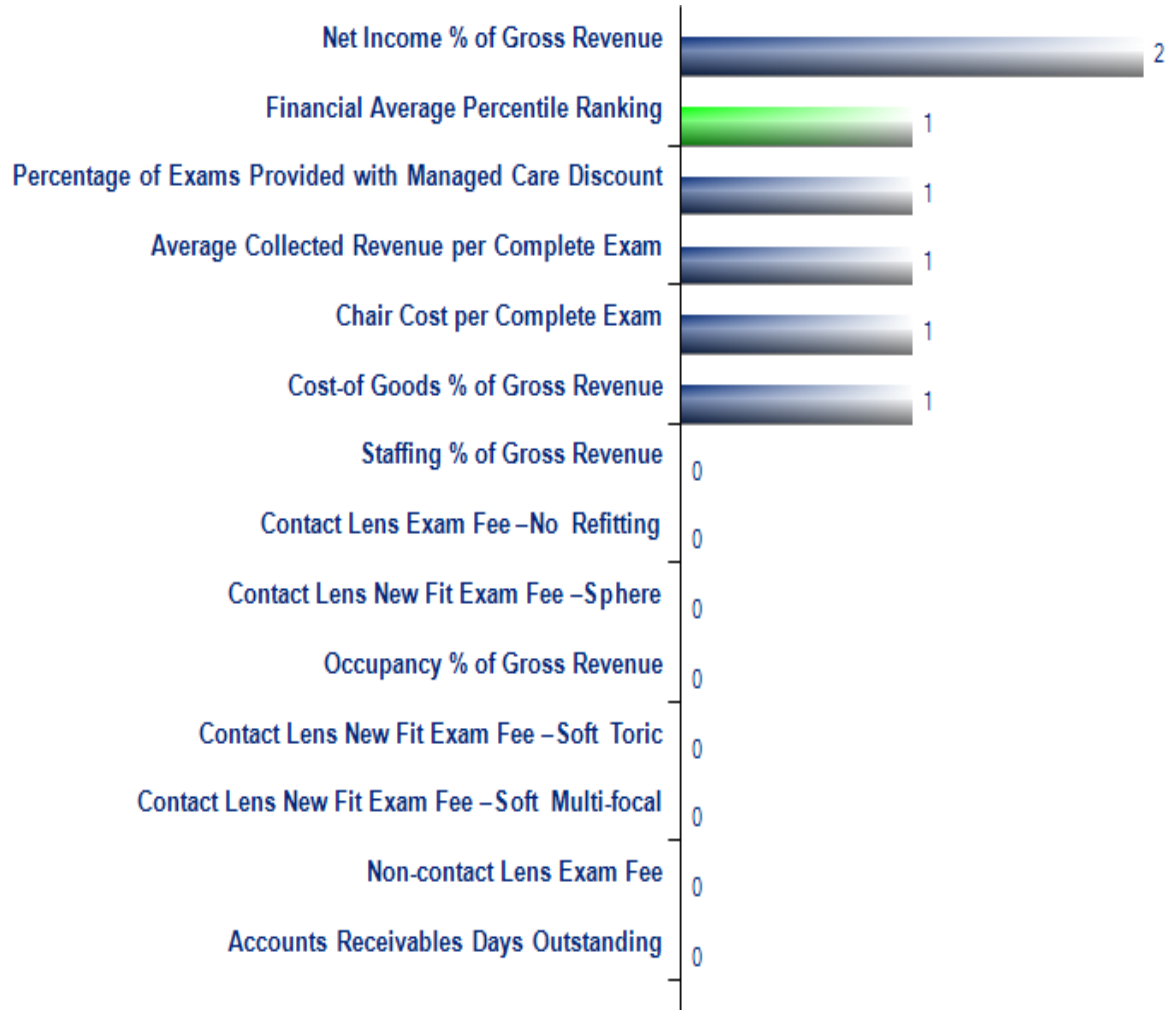
Your marketing metrics performance summary: percentile rankings





# 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



**Gross Revenue per  
Complete Exam**  
\$37,100

Read more about this  
metric on page no. 6 in  
the detailed report

## 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