

Practice Financial Health & Growth Tracker

Practitioner Name: Review Period (Month/Quarter):

This tool is designed for the Functional Medicine Practitioner to transition from "hourly burnout" to a sustainable, high-value practice model. Use this monthly to monitor your "Golden Ratio" and optimize your revenue streams.

Section 1: The Golden Ratio (LTV & CAC)

Calculate if your marketing effort is yielding a sustainable return.

A. Customer Acquisition Cost (CAC) 1. Total Marketing/Ad Spend this period: \$ 2. **Total hours spent on Discovery Calls/Networking:** hrs x (Your Hourly Rate: \$) = \$ 3. Total New Clients Acquired: 4. **CAC (Total Costs [1+2] ÷ New Clients [3]):** \$

B. Patient Lifetime Value (LTV) 1. Average Revenue per Patient (Monthly): \$ 2. **Average Retention (Number of months a client stays):** 3. **LTV (Monthly Revenue [1] x Retention [2]):** \$

C. The Ratio Assessment - [] LTV : CAC Ratio (LTV ÷ CAC): : 1 (Target: 3:1 or higher. If lower, consider increasing package prices or reducing acquisition time.)

Section 2: Revenue Stream & Margin Analysis

Categorize your income to ensure you aren't "hollowed out" by lab costs.

Revenue Stream	Total Revenue	Direct Cost (COGS)	Net Margin %	Strategic Goal
Clinical Services	\$	\$0 (Usually)	<u> </u> %	Target: 80-90%
Functional Labs	\$	\$	<u> </u> %	Target: 15-30%
Nutraceuticals	\$	\$	<u> </u> %	Target: 35-50%
Group Programs	\$	\$	<u> </u> %	Target: 90%+

Section 3: Target Phase Protocol Budgeting

Use this to design tiers for complex protocols to prevent client "sticker shock."

Tier Level	Included Services/Labs	Total Client Cost	Practitioner Profit
Essential		\$	\$
Advanced		\$	\$
Comprehensive		\$	\$

Section 4: Cash Flow & Sustainability Reflection

Current Cash Reserve (Target: 3 months expenses): \$____

Observations & Improvements: - Is my Lab Margin being tracked separately from my service fees? [] Yes [] No - Which revenue stream is currently the most "passive" or high-margin? _____ - What is one way I can increase my LTV this month (e.g., adding a "Sustain" membership)?

Next Steps for Revenue Optimization:

1.

2.

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