

Summary Report for *Example Veterinary Clinic*

Important practice management statistics	Result	Growth Rate	
Your veterinary practice size in no.of vets (<i>based on hours worked</i>) is:	2.2	0.0%	
Your practice average invoice is:	\$100.12	-1.1%	New
Your annualised total number of invoices generated per veterinarian is:	3627	3.1%	New
Your overall net client growth is:	205	9.2%	New
The proportion of new clients in your practice is:	23.4%	-1.9%	New
The proportion of previously active clients returning to your practice is:	76.6%	13.2%	New
Your rate of client loss (<i>clients that did not return from previous year</i>) is:	16.3%		New

Average revenue per veterinarian (per 38 hour week worked)		Growth Rate	
Critical KPI Your average gross revenue per veterinarian is:	\$363,178	2.0%	
Your average merchandising revenue per veterinarian is:	\$50,511	17.4%	
Your average non-veterinary revenue per veterinarian is:	\$899	-30.0%	
Your average veterinary medication revenue per veterinarian is:	\$109,684	15.4%	
Your average veterinary services revenue per veterinarian is:	\$202,084	-6.7%	
Critical KPI Your average veterinary related revenue per veterinarian is:	\$311,768	0.0%	
Critical KPI Your number of active financial clients per veterinarian is:	1083	9.2%	
Your number of new clients per veterinarian is:	253		New

Average client expenditure statistics			
Critical KPI Your average gross client spend is:	\$335	-6.6%	
Your average client spend on merchandising is:	\$47	7.4%	
Your average client spend on non-veterinary income is:	\$1	-35.9%	
Critical KPI Your average client spend on veterinary related income is:	\$288	-8.5%	

Employed and owner veterinarians statistics (per 38 hour week worked)			
Your annualised av. revenue generated by employed veterinarians is:	\$400,317	0.6%	
Your annualised av. revenue generated by owner vet is:	\$280,084	-4.2%	
Your annualised number of invoices generated per employed vet is:	3636	3.6%	New
Your annualised number of invoices generated per owner vet is:	2520	8.7%	New
Your practice average invoice for employed vet is:	\$110	-2.9%	New
Your practice average invoice for owner vet is:	\$111	-11.9%	New

The above is a draft example a new report Summary Page that will appear at the beginning of each clinics results for the MPV Performance Survey. This is the first page example ONLY and represents only some of the statistics that will be delivered back to participating practices. In addition there will be more comprehensive data kept for Merchandising Groups (eg external parasite control, diets etc) and Service Heading Groups (eg consultations, anaesthesia, radiology etc). These results will all be compared in more detail within the body of the report showing profile group comparisons; percentile ratings etc.