

## Practice Success Story

### Overall Operating Expense and Productivity Concerns

#### **The Issue:**

Our doctors were concerned that our operating expenses and rent was too high, and that not enough attention was being paid to supply ordering, etc. We hired a consultant to review our practice performance and help determine where we needed to make changes to meet financial goals. The consultants found that the office visits per FTE providers was lower than average for their specialty. When the doctors were told that if they wanted to reach their specific financial goals, they would need to see more patients, they were concerned the consultant was incorrect. After all, they were working hard and were busy seeing as many patients as seemed possible. Although we saw some national benchmarks, our docs were still skeptical.

#### **What We Did Next:**

I began using ASOAnalytics and completed our provider productivity survey for each provider and specialty to see how we measured up on productivity by provider. I also completed the operating efficiency survey. I downloaded the reports and shared them with the physicians and the results were clear. Now they had another source, one that confirmed where we needed to focus our efforts. Being in California, we expected to be higher in the salary benchmark, but it gave us perspective seeing the results based on similar practices. Our operating expense report showed that we are in the median range on most expense ratios and our practice is doing better than average in some expense categories like supplies. Our provider productivity report also showed there was some room for improvement to the number of patients seen.

#### **The Result:**

We made several changes that have had a very positive impact on the practice. Not only did we add patient appointments to each MD template, we also hired a second tech to work for our OD. This has increased his productivity by almost 20%. All our doctors are very happy with the results: overhead has come down to our practice goal and revenue has increased. The benchmarking data from ASOAnalytics was consistent with our consultant's findings. Having reports and data from ASOAnalytics to show my doctors how we compared to benchmarks from other practices using the same tool made all the difference. I wish I'd signed up for ASOAnalytics a year earlier!



Michelle Mele  
Practice Administrator, San Luis Obispo Eye Associates  
ASOAnalytics subscriber since April 2018

