

Cornerstone and Petly Plans Revenue Reporting Guide

How do preventive care plans impact your practice?

Petly Plans enables pet owners to say yes to your care recommendations. This can increase compliance and, ultimately, result in increased revenue for your practice.

For a comprehensive understanding of how Petly Plans impacts your practice, you should consider Petly Plans and your practice management software data together. This will allow you to see how pets on plans compare to pets who aren't on plans. There are specific key performance indicators (KPIs), which will factor into your assessment of the impact of Petly Plans.

Overview

We developed this guide to help you uncover the overall success of implementing preventive care plans at your practice. By using the reports outlined in this guide, you can assess practice growth, measure compliance, and keep a pulse on your preventive care plan program.

Quick Look

The reports in this grouping will provide a 'pulse' from both Petly Plans and Cornerstone, using reports to give you a general picture of plan activity.

Recommended run frequency: Monthly

Estimated run time: 15 minutes

Deeper Dive

Diving a little deeper into the numbers, these reports provide a closer look at item class, staff, and species numbers to evaluate the impact of plan implementation on practice growth.

Recommended run frequency: Quarterly

Estimated run time: 20 minutes

In-Depth Review

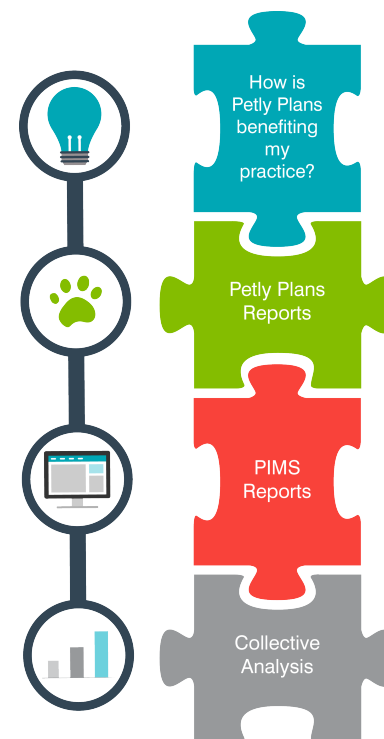
For a complete view at patient level plan effectiveness.

Recommended run frequency: Bi-annual

Estimated run time: 30 – 60 minutes

What's Next?

The following chart will guide you through the steps for complete reporting based on your desired level of detail. Think of the process like a ladder: start with the *Quick Look* report grouping, build on with *Deeper Dive* and explore what's possible with *In-Depth* reporting.



Report Name	Source	Data Points	Instructions	Quick Look	Deeper Dive	In-Depth
Item Usage History Report <i>Menu > Reports > Plan Item Usage History</i>	Petly Plans	Gross revenue generated from plan items (PIMS price)	Run this report and compare month-over-month, quarter-over-quarter and year-over-year	✓	✓	✓
Hospital Fees Report <i>Menu > Reports > Hospital Fees</i>	Petly Plans	Plan member expense data* <i>*Note this does not include Authorize.net or Platinum Payment fees</i>	Run this report and compare month-over-month, quarter-over-quarter and year-over-year	✓	✓	✓
Monthly Sales Summary <i>Reports > End of Period > End of Month</i>	Cornerstone	Gross revenue, new clients, # of posted invoices and patient visits should increase after plan implementation	Run this report and compare month-over-month, quarter-over-quarter and year-over-year (year one: run a pre- and post- plan implementation period)	✓	✓	✓
Client Patient Report Builder <i>Reports > Client Patient Report Builder</i>	Cornerstone	New patients (date record created and last visit date) - look for # of new patients on plans (via patient classification)	Run this report and compare month-over-month, quarter-over-quarter and year-over-year (year one: run a pre- and post- plan implementation period)	✓	✓	✓
Petly Plans Status Reports <i>Menu > Reports > Wellness Plans > Active Plans/New Plans by Month/Cancelled Plans by month</i>	Petly Plans	Active plans, New plans created, Cancelled plans	Run this report quarterly and compare past and current periods	✓	✓	✓
Plan Renewals (Custom) <i>Menu > Reports > Wellness Plans > Custom report</i>	Petly Plans	Plans that renewed within a set time period	Run this report quarterly and compare past and current periods	✓	✓	✓
Unused Items on Active Plans <i>Menu > Reports > Plan Item Data > Unused Items for Active Plans</i>	Petly Plans	Active Plan items yet to be used	Run this report to market to clients whose plans are approaching their completion date	✓	✓	✓
Serv. and Inv. Sales - Closed Inv. - by Class Desc or Staff <i>Reports > End of Period > End of Month</i>	Cornerstone	Gross revenue per class/subclass or by staff at class/subclass level - look for growth across exams/professional services, vaccines, diagnostics, pharmacy and nutrition.	Run this report quarterly and compare past and current periods	✓	✓	✓
Statistics by Staff <i>Reports > End of Period > End of Month</i>	Cornerstone	Broad picture of a doctor's gross revenue (broken out by service and inventory) and patient visits	Run this report and compare month-over-month, quarter-over-quarter and year-over-year (year one: run a pre- and post- plan implementation period)		✓	✓
Statistics by Species <i>Reports > End of Period > End of Month</i>	Cornerstone	Gross picture of revenue, invoices and patient visits by species	Run this report and compare quarter-over-quarter and year-over-year (year one: run a pre- and post- plan implementation period)		✓	✓
Performance Tracker <i>Reports > Performance Tracker</i>	Cornerstone	<u>Practice</u> : Gross sales, invoices, new clients, # of clients with sales, % of active clients seen, % of active patients seen, # of patients seen <u>Doctor</u> : Invoices, gross sales, top service items <u>Patient</u> : Sales by species, sales by age	Run this report quarterly and compare past and current periods			✓
Compliance Assessment Tool <i>Reports > Compliance Assessment Tool</i>	Cornerstone	This will show the impact to vaccine protocols, baseline testing, dentistry, etc. (based on plan types practices utilize). It is recommended to create a protocol for each plan level	Run this report twice a year and compare past and current periods. Can also use protocol as an alert at time of patient scheduling and check in			✓
Treatment Report <i>Reports > Equine > Treatment Report</i>	Cornerstone, if using invoice types	Compare plan invoices as a % of total invoices, plan versus non-plan invoice average, plan versus non-plan patient average plan versus non-plan patient visits, plan versus non-plan revenue by staff (gross)	Run this report and compare quarter-over-quarter and year-over-year (year one: run a pre- and post- plan implementation period)			✓