

Practice Tracking													
Measurable/Tangible Indicators													
Indicator	EXAMPLE	January	Feb	March	April	May	June	July	August	Sept	Oct	Nov	Dec
No. of inquiries	10												
Scheduled Appts from inquiries	2												
* Conversion %	20.00%												
Income	\$1,000.00												
No. of Sessions	10												
** Average Fee/Session	\$100.00												
* Conversion % = (Scheduled Appts from Inquiries / No. of Inquiries) * 100													
** Average Fee/ Session = Income / No. of Sessions													