



New Patient Value Calculator™

What is the value of a new patient to your practice?



New Patient Value Calculator™

Hi, Contente helps practitioners like you acquire their ideal patients with the least amount of effort and cost possible.

I'm Tom—one of the co-founders at Contente and I graduated from the top Economics program in the country (UChicago), so the empirical analysis behind patient acquisition truly excites me.

I put together this New Patient Value Calculator™ resource for practice and business-minded clinicians alike to develop a deeper understanding of how you can measure value to make empirical optimization decisions—not just guess.

Here is what most practitioners get wrong:

- **First order bias.** A new patient could mean a new network unlocked. This variable is almost always overlooked.
- **Short term horizon.** A first touch today could result in that new patient becoming recurring after an injury 3 years down the line.

To help you better understand the value of a new patient, this **New Patient Value Calculator™** will provide the tools to do a diligent analysis on your actual new patient value. The goal is simple: make better, more informed business decisions.

- The Contente Team

METHODOLOGY

The **New Patient Value Calculator™** boils down to a simple formula.

And this guide contains a link to calculate your new patient value online without any technical knowledge or hassle.

However, this PDF goes much further than assisting in a calculation.

This resource will walk you through the specific considerations that go into evaluating new patient value, so you will not only have a distinct answer to “what is a new patient worth?” but also grasp the groundwork understanding for what it means to evaluate new patient value.

The clinics that understand this concept are those that sell for multiple millions down the line. Understanding new patient value is the foundation for responsibly and profitably investing in growth.

CONTENTS:

PART I: THE FOUNDATIONS

PART II: THE CALCULATION

Part I

THE FOUNDATIONS

1. Why does new patient value matter?
2. What does patient lifetime value mean?
3. What are the common misconceptions?
4. Should you estimate or calculate?

THE FOUNDATIONS

1. Why does New Patient Value matter?

“If you can’t measure it, you can’t improve it.” - Peter Drucker

Whenever we make a decision to invest in growth, we’re expecting the revenue from that investment to exceed the investment.

The minute this condition is not satisfied, you’re losing money on your marketing efforts.

Simply “expecting” revenue to exceed investment is not enough. We must try to quantify this expected revenue so we have clear rules to follow in our growth efforts.

THE FOUNDATIONS

2. What does Patient Lifetime Value mean?

Long-Term Law of Averages

With a recurring service-based business like your practice, it becomes difficult to understand what a new patient is worth when revenue per patient varies so significantly.

To properly understand lifetime value, we must abandon the bias of thinking on an individual level and paint a picture of the potential revenue that each new person walking into your clinic has associated with them.

3. What are the Common Misconceptions?

Your measurement of lifetime value is typically underestimated for two reasons:

- Time-Horizon: Assuming you plan to be in practice for a while, a new person walking into your door today could result in them coming back to you with an injury 3 years down the line because of the impression you left
- First-Order Bias: Many don't consider the network effects associated with accumulating new patients. 1 patient in the door this week could mean their family of 4 coming in next week.

4. Should You Estimate or Calculate?

We like to focus on the best-of-both worlds

Sure, you can get to a number for your lifetime value by taking your lifetime revenue and dividing by the number of patients you've ever seen but most don't have this kind of data.

Instead, we leverage estimations plugged into a calculation to give us a quasi-calculated answer for what your new patient lifetime value is that I'll give you in part two right now: the calculation.

Part II

THE CALCULATION

1. Inputs

2. Outputs

3. Considerations

THE CALCULATION

1. Inputs

What goes into the formula? It's just one big multiplication problem!

- Average Revenue Per Client Visit * Average # Of Visits Per Client Per Year *
Average # Of Years Client Continues Care * Profit Margin On Treatments
- [CLICK ME TO USE OUR LTV CALCULATOR NOW AND FIND YOUR NUMBER](#)

THE CALCULATION

2. Outputs

Your answer to the previous calculation is your north star.

With that number, you can evaluate your maximum willingness to pay for a new patient. And we've got another calculator for you to do exactly that.

Ultimately, you're looking to maximize ROI, so this calculator take you from your desired ROI level down to your necessary conversion rate on new patients so you know exactly how "good" you have to be at converting.

[CLICK ME TO USE OUR ROI CALCULATOR NOW](#)

THE CALCULATION

3. Considerations

It's a marathon, not a sprint.

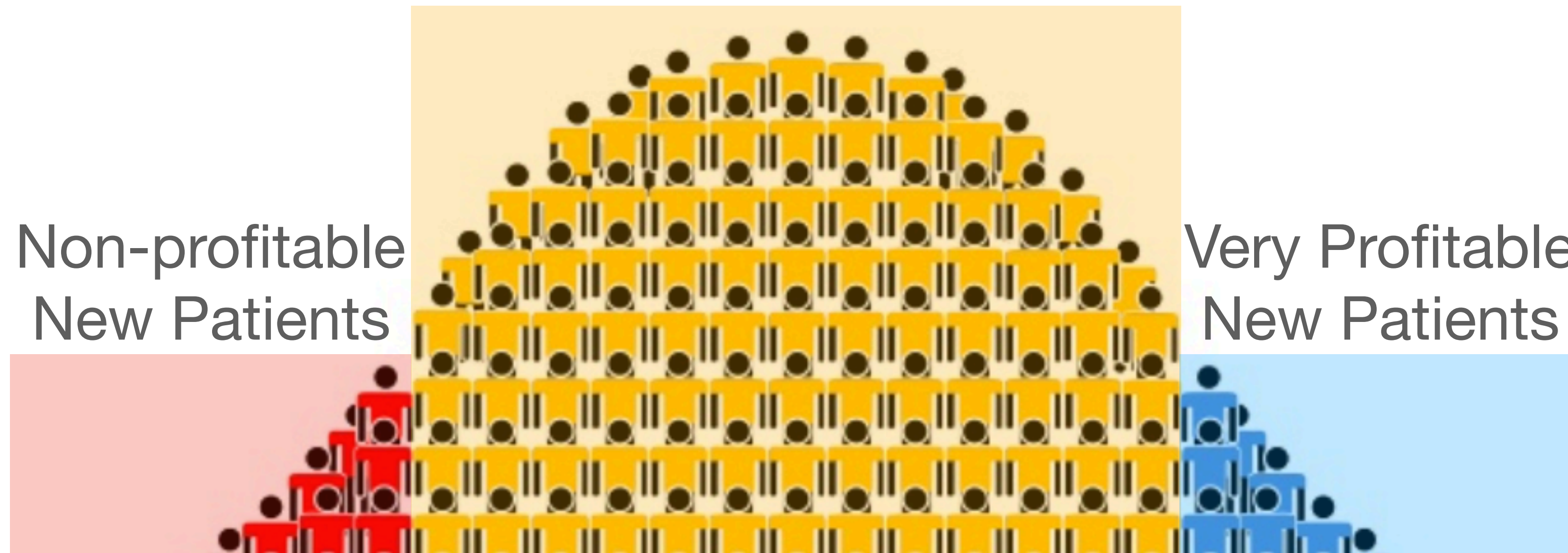
You likely noticed that your conversion rate doesn't need to be all that high to drive meaningful ROI for your practice. Investing in growth is a long game.

The difference between a conversion to continued care versus just a visit or two can often easily exceeds 10X.

Your goal is to uncover as many 10x new patients that you can while paying your dues serving the remaining test drives throughout. If you're not willing to do this, you're not maximizing your growth.

New Patient Value Calculator™

Profitable New Patients



The graphic on the title slide (and here above) is demonstrative of what your new patient flow will look like. There are going to be several individuals that are not profitable (i.e. you paid more to get them than they paid you).

The majority of new patients will be profitable if you remain diligent with your conversion goals and provide quality treatment.

And then there's the new patients that are very profitable. Most of these you can't really control, but they exist and your only way to find them is to go out and acquire them through marketing efforts.

If you're a clinic owner and ready to get proven system to generate more clients in your door every month, [apply now for a no obligation ad credit to test the Contente system for yourself.](#)

If you're accepted, we'll spend your first week of ad spend with Contente to get new patients in your door with zero risk or obligations.

With your newfound understanding of lifetime value, you're likely itching for growth and this trial opportunity gives you the chance to have real data that our team of experts will review with you to evaluate your ROI potential with Contente before you pay us a dollar.