#1: Audit 2018 goals vs. 2017 goals and compare:
- ✔ Number of new patients
- ✔ Revenue from new patients
- ✔ Number of repeat patients
- ✔ Revenue from repeat patients
- ✔ Website traffic metrics
- ✔ Social media audience, engagement, subscriptions, etc.
- ✔ Referrals

#2: Set 2019 goals for the following categories:
- ✔ New patients
- ✔ Existing patients
- ✔ Media plan (web social, events, emails, etc.)
- ✔ Employee engagement