

# **BEST PRACTICES FOR AESTHETIC PRACTICE FINANCIAL ANALYSIS**

<b>ISSUE:</b>	Is your practice doing better financially?
<b>RULE:</b>	<b>ANALYZE</b> <ul style="list-style-type: none"><li>• Calendar quarter</li><li>• Year over year</li><li>• Profit, revenue, purchases, appts., leads</li></ul>
<b>CONCLUSION:</b>	Seasonality impact & trends show performance, not days/weeks/months