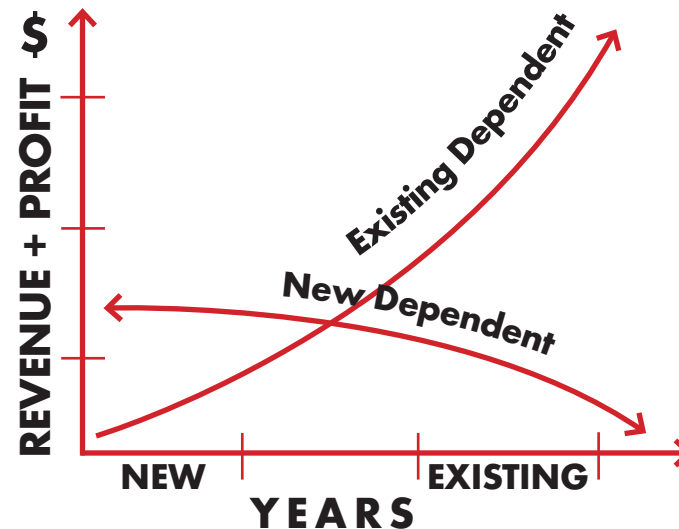


# NEW VS. EXISTING PATIENTS: MEASURING MEDICAL PRACTICE HEALTH

**RULE:** Always measure profit & loss as well as patient KPIs by NEW & EXISTING PATIENTS.

## ANALYSIS:



**CONCLUSION:** New vs. Existing patient “mix” is an indicator of practice health and should change over time.