

Key Metric	What it tells you	How to calculate it	Benchmark	Benchmark – 90th Percentile	Why I like it
<b>Practice Performance</b>					
<b>Collections / Exam</b>	Average amount collected for each complete exam w/ refraction - 92004/92014) performed	Total amount collected for any period divided by the total number of complete exams performed	<b>\$346</b>	<b>\$512</b>	"Collections" defined as the amount of money you take to the bank! Overall, one of the best metrics to measure the success of a practice.
<b>Exam Capture Rate (%)</b>	How well you are filling your books	Total exams performed for any period divided by the number of available exams multiplied by 100	<b>No Data</b>	<b>No Data</b>	This tells you how well your staff is doing at keeping your books full and your practice at maximum efficiency.
<b>Exams / OD Hour</b>	How well you are at keeping the doctor busy	Total number of exams performed (per doctor) divided by the number of clinic doctor hours	<b>1.19</b>	<b>2.18</b>	This tells you if your doctor is staying busy performing exams.
<b>Retail Sales</b>					
<b>Frame Capture Rate (%)</b>	Number of frames sold for each exam performed	Total number of frames sold for any period divided by the total number of exams performed multiplied by 100	<b>No Data</b>	<b>No Data</b>	There is no MBA data, however, your frame capture rate should be no more than 15-20% less than your Optical Job capture rate.
<b>Optical Job Capture Rate (%)</b>	Number of spectacle pairs sold (frame and lenses) for each exam performed	Total optical collections for any period divided by the total number of optical jobs sold	<b>60%</b>	<b>108%</b>	This is a measure of how well your optical staff is capturing eyewear sales. For most practices, this makes up almost 50% of total practice income.
<b>Average Optical Sale</b>	The amount of the average sale in your optical	Total optical collections for any period divided by the total number of optical jobs sold	<b>\$240</b>	<b>\$410</b>	The higher average sale, the better. This is a direct reflection of the type (and quality) of eyewear you sell.
<b>Anti-Reflective Capture Rate (%)</b>	How well your opticians are selling premium products	Total number of A/R jobs divided by total number of optical jobs completed multiplied by 100	<b>59%</b>	<b>88%</b>	This is a reflection of how well your optical staff is doing at selling premium products including A/R, Hi Index materials, Polarized lenses etc.
<b>Contact Lens Collections / CL Exam</b>	How well you are at selling contact lenses	Total contact lens material collections divided by the total number of contact lens exams performed	<b>\$162</b>	<b>\$324</b>	This is a measure of how well your staff is doing at selling contact lenses, including annual supply sales.
<b>Staff Productivity</b>					
<b>Average Collections / OD Hour</b>	How productive your doctors are at generating income	Total collections per doctor divided by total number of doctor clinic hours (for each doctor)	<b>\$402</b>	<b>\$673</b>	This is a measure of how productive your doctor is in the exam room. A direct reflection of how well products and services are recommended in the exam room.
<b>Fundus Image Capture Rate (%)</b>	How well your technicians are at recommending advanced medical testing	Total number of images performed divided by the total number of complete exams performed multiplied by 100	<b>No Data</b>	<b>No Data</b>	A high image capture rate suggests technicians/staff that are comfortable discussing advanced diagnostic medical technology recommended by the doctor.
<b>Collections / Staff Hour</b>	How productive your entire non-OD staff is at generating income	Total practice collections for any period divided by total staff hours for the same period	<b>\$87</b>	<b>\$149</b>	A low number may suggest that you are overstaffed while a high number may mean you need think about hiring another employee.
<b>Collections / Payroll \$</b>	How well you are containing your staff costs - for every dollar you spend on payroll, how much revenue does it generate?	Total practice collections for any period divided by total payroll spent for the same period	<b>\$3.33</b>	<b>\$5.00</b>	No MBA data on this, however, attempt to stay as close to 4.0 as possible. The higher the number, the better.

Source: ECPU MBA Key Metrics Report 2018