ClinicAxis CFO
Clinic Financial Advisors

Strategic KPI Examples for Physician-Owned Practices

Fewer measures. Better questions. Stronger financial decisions.

The goal is not to track everything.

There is no universal KPI dashboard for every medical practice.

These 12 measures are examples of strategic KPIs that can help physician owners focus on revenue cycle performance, expense control, and provider utilization. The right dashboard should be tailored to the practice's specialty, operating model, financial priorities, and current challenges.

REVENUE CYCLE MANAGEMENT	
Net Collection Rate	How much of the revenue the practice was entitled to collect was collected. ***Ask: Are we collecting what we are owed?***
Revenue Leakage / Non-Contractual Write-Offs	Revenue that should have been collectible but was written off or otherwise lost. ***Ask: What should we have collected but did not?***
Days in A/R	How long revenue remains outstanding before collection. ***Ask: Is cash taking longer to reach the practice?***
A/R Over 90 Days	The portion of receivables is becoming old and harder to collect. ***Ask: Where is collectible revenue getting stuck?***
First Pass Yield	How often are claims paid without correction or rework. ***Ask: Why are claims requiring rework before payment?***
Delayed Billing $	Expected collectible revenue tied to completed encounters that have not been billed within the practice standard. ***Ask: How much revenue is sitting unbilled?***
EXPENSE CONTROL	
Payroll & Benefits as % of Revenue	Whether staffing cost is growing appropriately relative to practice revenue. ***Ask: Is payroll growing faster than revenue?***
Operating Expense as % of Revenue	How much of each revenue dollar is being consumed by operating costs. ***Ask: Are overhead costs moving in the right direction?***
Expense Growth vs. Revenue Growth	Whether expenses are increasing faster than the revenue needed to support them. ***Ask: Are rising costs compressing margins?***
PHYSICIAN UTILIZATION	
Appointment Fulfillment Rate	How much scheduled patient opportunity becomes a completed, billable encounter. ***Ask: Are scheduled appointments turning into recognized revenue?***
Revenue per Provider Session / Clinical Hour	How effectively provider time is being converted into revenue. ***Ask: Are we using physician time in the highest-value way?***
Available Capacity Utilization	How much available patient-facing provider capacity is being used. ***Ask: Do we have unused capacity before adding more resources?***

A good KPI should tell you where to look next. Which KPIs matter most for your practice?

How Can I Help?

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