

RETURN ON INVESTMENT WORKSHEET

561.542.4978

DATA INPUT SECTION

Enter Data Here

Total Visits per Day	80	Hourly Wage of Staff	\$ 15.50 *
Est'd Daily Reminder Calls Made	80	Cost per post card	\$ 0.48 *
# Post Cards Sent	-	Average \$ per visit	\$ 125 *
No Show Rate	10%	System Cost	\$ 6,880
Total No-Shows	8	No-Show Reduction	10%

COST FOR PHONE CALLS

	<u>Daily</u>	<u>Monthly</u>	<u>Annual</u>
# Appointment Reminder Calls Made	80	1,687	20,240
Cost for all calls (1)	\$ 62	\$ 1,307	\$ 15,686

COST FOR POST CARD REMINDERS

	<u>Daily</u>	<u>Monthly</u>	<u>Annual</u>
Number of Cards Sent	-	-	-
Total cost for direct mail (2)	\$ -	\$ -	\$ -

IMPACT OF NO-SHOWS ON REVENUE

	<u>Daily</u>	<u>Monthly</u>	<u>Annual</u>
Estimated # no shows	8	169	2,024
Lost revenue from no shows	\$ 1,000	\$ 21,083	\$ 253,000

RETURN ON INVESTMENT - RENTAL

	<u>Monthly</u>	<u>Annual</u>
Revenue Increase	\$ 2,108	\$ 25,300
Cost Reduction	\$ 1,307	\$ 15,686
Rental Payment	-\$250	-\$3,000
Net Return On Investment \$	\$ 3,166	\$ 37,986
3 Year Average Annual Rate of Return (3)		562%

RETURN ON INVESTMENT - PURCHASE

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Revenue Increase	\$ 25,300	\$ 25,300	\$ 25,300
Cost Reduction	\$ 15,686	\$ 15,686	\$ 15,686
Purchase Price & Support	-\$6,880	-\$599	-\$599
Net Return \$	\$ 34,106	\$ 40,387	\$ 40,387
3 Year Average Annual Rate of Return (4)			657%
Payback Period In Months	2.2		

Assumptions/Notes

(1) Cost for calls: 3 Min Call x # of calls, Made per day / 60 min x Hourly Wage.

(2) Post Card Cost \$.20 postage per post card

\$.05 printing per card

\$.23 per card cost of labor

* Avg's from Natl Consulting Firm

(3) Total rental payments for 3 years treated as investment, zero depreciation, zero residual

(4) 3 yrs useful life, zero residual value, straight line depreciation