

RETURN ON INVESTMENT WORKSHEET

561.542.4978

DATA INPUT SECTION

Enter Data Here

Total Visits per Day	160	Hourly Wage of Staff	\$ 15.50 *
Est'd Daily Reminder Calls Made	160	Cost per post card	\$ 0.48 *
# Post Cards Sent	-	Average \$ per visit	\$ 125 *
No Show Rate	10%	System Cost	\$ 6,880
Total No-Shows	16	No-Show Reduction	10%

COST FOR PHONE CALLS

	<u>Daily</u>	<u>Monthly</u>	<u>Annual</u>
# Appointment Reminder Calls Made	160	3,373	40,480
Cost for all calls (1)	\$ 124	\$ 2,614	\$ 31,372

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	16	337	4,048
Lost revenue from no shows	\$ 2,000	\$ 42,167	\$ 506,000

RETURN ON INVESTMENT - RENTAL

	<u>Monthly</u>	<u>Annual</u>
Revenue Increase	\$ 4,217	\$ 50,600
Cost Reduction	\$ 2,614	\$ 31,372
Rental Payment	-\$250	-\$3,000
Net Return On Investment \$	\$ 6,581	\$ 78,972
3 Year Average Annual Rate of Return (3)		1124%

RETURN ON INVESTMENT - PURCHASE

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Revenue Increase	\$ 50,600	\$ 50,600	\$ 50,600
Cost Reduction	\$ 31,372	\$ 31,372	\$ 31,372
Purchase Price & Support	-\$6,880	-\$599	-\$599
Net Return \$	\$ 75,092	\$ 81,373	\$ 81,373
3 Year Average Annual Rate of Return (4)			1393%
Payback Period In Months	1.0		

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