

2011 - THERMO-LO / Teeth Whitening - SPREAD SHEET

Assumptions

Operations

Operating days per month	20
Total hours per day	8
Number of laser operators	1

Revenue sources

THERMO-LO

Avg. billing per new patient	\$300	This treatment usually costs \$600 an hour
Avg. residual treatment billing	\$150	
New patients per week	5	This is the crucial figure...the more new patients / the more you will make.
Avg. residual treatments/new patient	1	1-initial tx and 1 residual tx a year. 2 treatments a year...suggested 4 per year.

TEETH WHITENING

Average price per patient	\$100	\$100 for the 1st 20-min treatment - \$50 for each additional 20-min treatment
Avg. residual treatment billing	\$50	
New patients per week	10	This is the crucial figure...the more new patients / the more you will make.
Avg. residual treatments/new patient	2	1-initial tx and 1 residual tx a year. 2 treatments a year...suggested 4 per year.

Product Sales

Avg. product sales per new patient	\$25	Sun block, etc
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Affiliate Offices

\$/pulse charged	\$0.00
Daily pulses	0
Days/month laser utilization	0

Cost of Sales

Cost of supplies (% of Sales)	2.0%
Cost of Goods Sold (% of Sales)	50.0%
Mangement Fee	0%
MD Director's Commision (% of THERMO-LO fee)	0.0%
MD Director'sCommission (\$ per Teeth Whitening)	\$0

Operating Expenses

Monthly

Accounting (a)	\$50	
Advertising & Marketing	\$1,000	The more you advertise the more new patients you will get.
Insurance - Casualty	\$100	
Insurance - Medical Malpractice (Liability)	\$85	(paid quarterly)
Insurance - Medical Malpractice (per operator)	\$85	(paid quarterly)
Leases - lasers	\$255	(from "Equip Lease" worksheet)
Leases - other equipment	\$0	
Maintenance (slush fund)	\$100	
Maintenance & repairs (other)	\$100	
Office Expense	\$300	

Payroll

Hourly

Call Center staff	\$0	\$0.00
Receptionist	\$0	\$0.00
Certified Laser Specialist	\$4,000	\$25.00
	\$0	\$0.00

You must make sure you pay yourself

Payroll taxes & benefits (% of payroll)	30%
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Rent

Call Center	\$0
Clinic	\$1,375
Telephone/CELL	\$200
Utilities	\$100
Travel & entertainment	\$200

Medical Directors Fee	\$0
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No Medical Director needed with THERMO-LO or TEETH WHITENING

Other Operating Expense Assumptions

Annual increase in operating expenses	5%
Supplies (as % of revenue)	5%