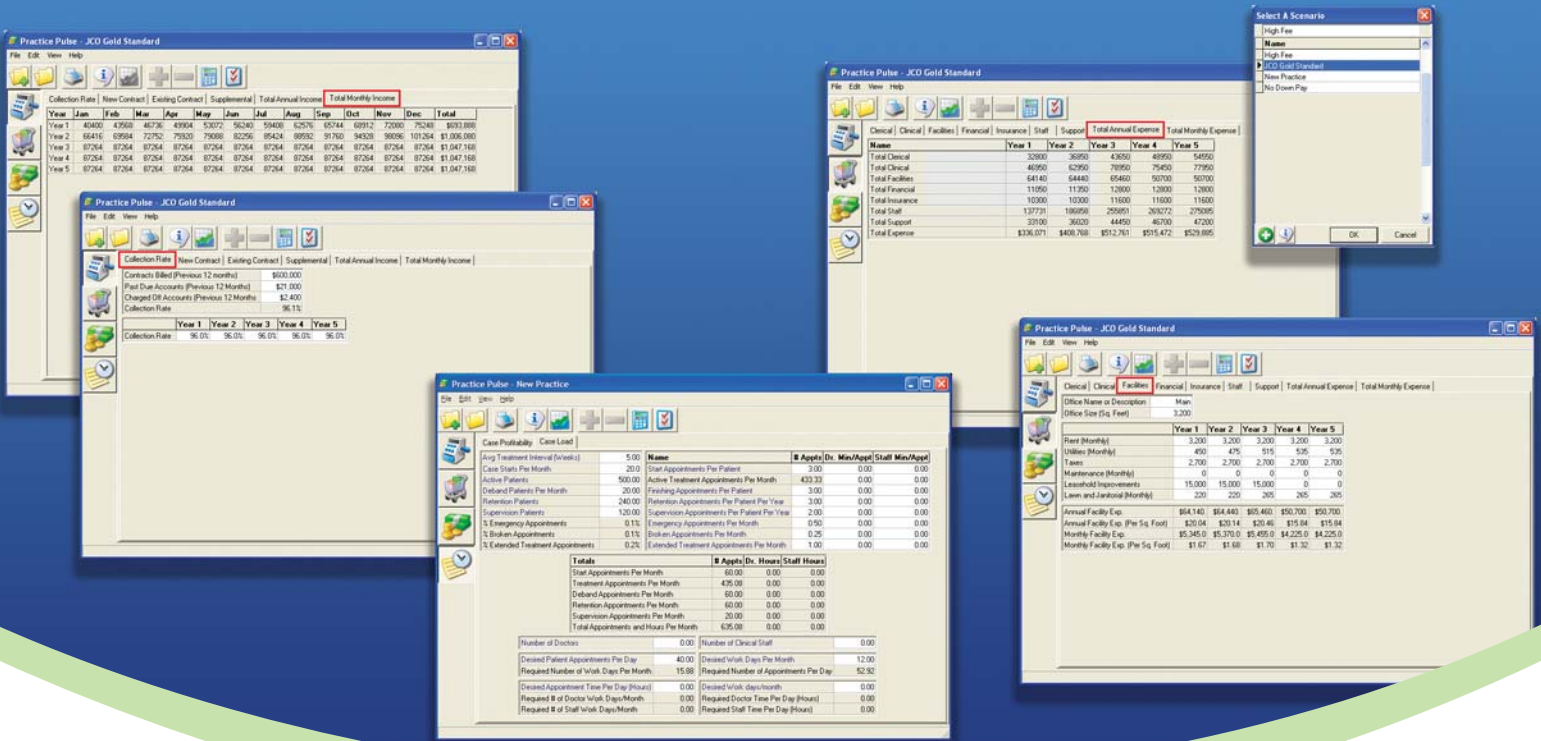


# PracticePulse™

## Orthodontic business analyzer



*Establish a healthy orthodontic practice*

- Create a 5-year business plan for your practice
- For new and established practices alike
- Compare multiple business scenarios to make a more informed decision to effectively achieve your vision

# PracticePulse™

## Orthodontic business analyzer

Practice Pulse is a software program designed to assist orthodontists in making informed decisions while developing a comprehensive business plan for a healthy practice. It allows you to enter income and expenses to develop a five-year business plan for your practice.

It equips your office to:

- Identify the key practice and financial variables that are needed to meet your defined goals.
- Allow for the simultaneous manipulation of key variables to better understand their interaction and "ripple effect".
- Track profitability of individual cases and compare in graphical format.
- Provide a platform for a direct comparison of different scenarios like hiring new staff or moving to a new office.
- Evaluate how your case load will affect your practice; make decisions based on how many patients you want to see in a day or how many days you want to work in a week.
- New Grads - Develop a customized business plan that includes a monthly cash flow for the next five years.
- Practicing Orthodontists - Identify the most effective scenario to meet your specific practice goals.

Practice Pulse is an integral component for the office that wants to maximize, develop and implement a comprehensive business plan.

Case Name	Case Start					New Contract Income				
	Year1	Year2	Year3	Year4	Year5	Year1	Year2	Year3	Year4	Year5
Phase 1	0	0	0	0	0	0	0	0	0	0
Phase 2	0	0	0	0	0	0	0	0	0	0
Arch	0	0	0	0	0	0	0	0	0	0
Arch Supply	0	0	0	0	0	0	0	0	0	0
Perio-Restorative	0	0	0	0	0	0	0	0	0	0
<b>Total</b>	<b>240</b>	<b>240</b>	<b>240</b>	<b>240</b>	<b>240</b>	<b>381888</b>	<b>636000</b>	<b>1047168</b>	<b>1047168</b>	<b>1047168</b>

Employee Name	Hourly Expense					Annual Expense				
	Year1	Year2	Year3	Year4	Year5	Year1	Year2	Year3	Year4	Year5
Jan	15.54	18.33	19.23	19.8	19.8	2752	21521	22000	22000	22000
April	15.9	18.76	19.46	20.04	20.61	2752	21521	22000	22000	22000
July	15.2	17.91	18.89	19.57	20.13	2752	21521	22000	22000	22000
October	15.73	18.95	19.7	20.13	21.71	28201	22400	22000	22000	22000
March	0	18.96	19.46	20.04	20.61	0	28201	22000	22000	22000
June	0	0	17.95	20.04	20.61	0	0	29490	22000	22000
Sept	0	0	18.96	19.46	19.89	0	0	29490	22000	22000
<b>Total</b>	<b>78.27</b>	<b>107.81</b>	<b>143.34</b>	<b>159.59</b>	<b>164.02</b>	<b>137731</b>	<b>166666</b>	<b>259561</b>	<b>262072</b>	<b>279066</b>

Year	Monthly Cash Flow											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Year 1 - Income	4000	4268	4736	4904	5372	5640	5908	6276	6544	6812	7280	7548
Year 1 - Expense	2005	2005	2005	2005	2005	2005	2005	2005	2005	2005	2005	2005
Year 1 - Net Profit	1295	1563	1873	2199	2567	2822	3143	3471	3779	4097	4475	4743
Year 2 - Income	66416	67984	72264	73200	73920	82256	87424	88200	91760	94528	98096	101564
Year 2 - Expense	34064	34064	34064	34064	34064	34064	34064	34064	34064	34064	34064	34064
Year 2 - Net Profit	32352	33920	38196	39136	39856	48192	53360	54136	57696	60464	64032	67500

Case Type	Case Date	Case Name
Abdulent Nonextraction	1/15/2004	Jane Smith
Abdulent Nonextraction	7/23/2004	Jane Doe
Abdulent Nonextraction	7/26/2004	Dani Williams
Abdulent Nonextraction	8/2/2004	Sam Cooper
Abdulent Extraction	8/1/2004	Isabel Patient

Item	Num	Time	Total
Exam	1	30	30
Initial Records	1	30	30
Consult	1	30	30
Appliance Placement	1	120	120
Extended Treatment Appointments	1	30	30
Broken Appointments	2	30	60
Emergency Appointments	1	30	30



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