The Patient Retention Leak

We spend a lot of time thinking about how to get new patients.

- Marketing
- Google ads
- Referrals
- SEO

But very few clinic owners actually measure the patients quietly leaving.

The goal of this exercise is simple:

Uncover the hidden revenue leak in your clinic.

Because once you see it, you can't unsee it. And when you fix the leak, your entire business changes.

Purpose

This exercise helps you calculate the financial impact of patient churn in your clinic.

Most clinics track marketing spend, but they rarely track how much revenue walks out the door when patients stop coming.

My goal is to help you:

- See the hidden cost of patient loss
- Understand how retention affects revenue
- Recognize the opportunity that exists when you improve retention

Audience

- Clinic Owners
- Clinic Directors
- Practice Managers

How We'll Do This

We're going to do three simple things:

1. Look at a visual example
2. Ask a few honest questions
3. Run the numbers together

This will take about 10 minutes and may completely change how you think about growth.

The Leaky Bucket

Imagine a bucket.

At the top of the bucket - New Patients

**This represents marketing, ads, referrals, and word of mouth.*

Now imagine the bottom of the bucket has a hole in it. Water is leaking out.

**That water represents patients who stop booking appointments.*

Most clinic owners spend all their energy trying to pour more water into the bucket.

But almost no one stops to ask:

“How big is the hole at the bottom?”

The Reality Questions

Question 1:

How much are you spending each month on new patient acquisition?

Question 2:

How many patients did you lose last month?
**(Not finished care, but patients who simply stopped booking.)*

Question 3:

When a patient stops booking, what is your follow-up process?

Question 4:

Do you actually know why patients stop coming?

Question 5:

What does it cost you to acquire a new patient?

Now ask yourself a different question:

**What would it cost you to keep the patient you already earned?

<u>Let's Do the Math</u>

EXAMPLE CLINIC #1	**EXAMPLE CLINIC #2** **Higher Value Clinic**
Active patients: 200 Monthly churn: 5% *<u>Patients lost each month:</u>* 200 × 5% = 10 patients *<u>Average patient monthly value:</u>* $150 per month *<u>Monthly revenue leak:</u>* 10 × $150 = $1,500 *<u>Annual revenue leak:</u>* $1,500 × 12 = $18,000	Active patients: 200 Churn: 5% *<u>Patients lost:</u>* 200 × 5% = 10 patients *<u>Average patient monthly value:</u>* $500 per month *<u>Monthly revenue leak:</u>* 10 × $500 = $5,000 *<u>Annual revenue leak:</u>* $5,000 × 12 = $60,000

<u>Your Turn</u>

Now calculate your clinic's retention leak using the worksheet.

Fill in your numbers to see the real financial impact of patient churn in your business.

Reflection

Did this number surprise you?

Do you currently track why patients stop coming?

What system do you have for identifying and following up with inactive patients?

If you reduced that churn by even half, what would that mean for your business?

Key Insight

Most clinic owners believe growth comes from more new patients.

But often the fastest path to growth is simply keeping more of the patients you already have.

Marketing fills the bucket. Retention fixes the hole.

Book a Clarity Call with Karen Elliott https://karenelliott.co/book-a-call