

ECP Practice Business Review

Practice Name	Lab	Account Manager

Product Category	National Average Statistics	Your Practice Statistics
Non-Glare	29.7%	
Progressive (% of all Presbyopic RX's)	31.3%	
Digital Penetration	32%	
Transitions	15.8%	
Polarized	11%	
Digital Device Lenses	5%	
2nd Pair	30%	
Complete Eyeglass ASP	\$350.00	
Lens ASP	\$288.88	
Frame ASP	\$127.24	
Exams Per Day	varies	
Glasses Per Day	varies	
Walk out percentage	22.6 %	

Goal Setting

Premium Lens	Monthly Pairs	Practice %	National %	Percentage Goal	Second Pair Opportunity	Revenue Increase
Non Glare			30%			
PALs			31.3%			
Transitions			15.8%			
High Index			7.5%			
Trivex			6%			
Polycarbonate			54.8%			
Digital/Task			4.9%			

Additional Revenue Opportunity

	Monthly	Quarter 1	Quarter 2	Quarter 3	Quarter 4	Annual
Revenue Growth						

ECP Premium Dashboards

Q1 Results	Monthly Pairs	Practice %	National %	Percentage Goal	Pair Opportunity	Revenue Increase
Non Glare			30%			
PALs			31.3%			
Transitions			15.8%			
High Index			7.5%			
Trivex			6%			
Polycarbonate			54.8%			
Digital/Task			4.9%			
Q 2 Results	Monthly Pairs	Practice %	National %	Percentage Goal	Pair Opportunity	Revenue Increase
Non Glare			30%			
PALs			31.3%			
Transitions			15.8%			
High Index			7.5%			
Trivex			6%			
Polycarbonate			54.8%			
Digital/Task			4.9%			
Q3 Results	Monthly Pairs	Practice %	National %	Percentage Goal	Pair Opportunity	Revenue Increase
Non Glare			30%			
PALs			31.3%			
Transitions			15.8%			
High Index			7.5%			
Trivex			6%			
Polycarbonate			54.8%			
Digital/Task			4.9%			
Full Year Results	Monthly Pairs	Practice %	National %	Percentage Goal	Pair Opportunity	Revenue Increase
Non Glare			30%			
PALs			31.3%			
Transitions			15.8%			
High Index			7.5%			
Trivex			6%			
Polycarbonate			54.8%			
Digital/Task			4.9%			

Total Additional Practice Revenue