

OPTIC

+ A Quarterly Analysis of Healthcare Data with Insights from Healthgrades Strategists.

Lifetime Value Analysis

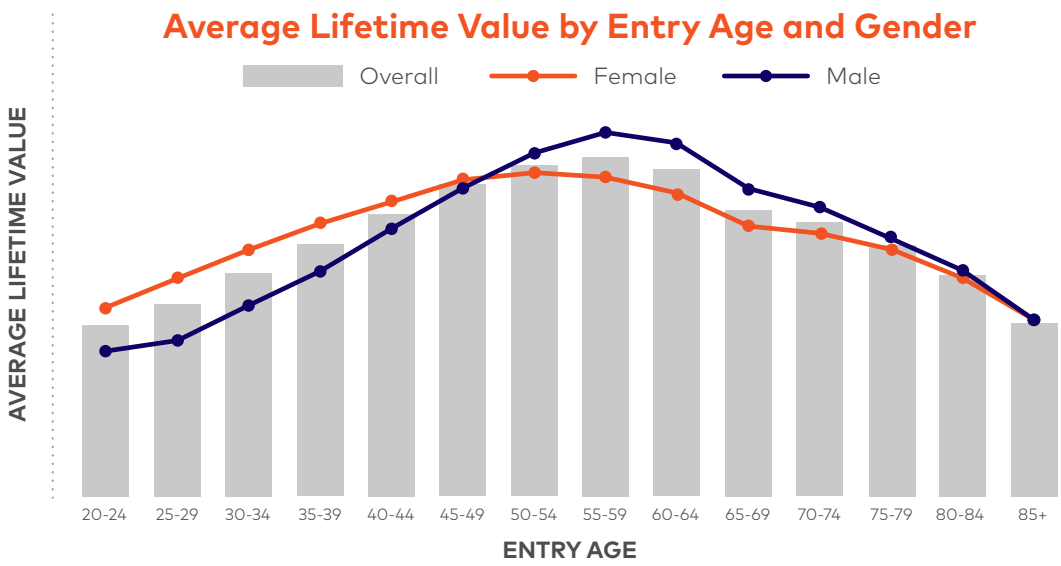
Perception is everything — especially when it comes to information. If you are able to accurately perceive information, insights are born and strategy becomes clear. With OPTIC and the sharp minds of the **Hg Fusion™** team, you won't see data — **you'll see opportunity.**

+

Is your new patient acquisition strategy forward-thinking?

The value of a new patient relationship peaks at age 55 – not 25.

Patient lifetime value depends mostly on how long we expect them to stick around. Younger patients have more years ahead of them, but older patients are more loyal and will need higher acuity care sooner.



Women age 25-29

How can you improve patient LTV?

For example, we estimate a 10% improvement in retention (e.g. from 50% to 55%) for women age 25-29 equates to a 20% improvement in their lifetime value.

$$+ \text{10\% Patient Retention} = \text{20\% Increase in Lifetime Value}$$

To learn more about lifetime value insights and how to turn them in to action, reach out to your Healthgrades Account Manager.

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