How Front Desk Staff Contribute to the Profitability of a Clinic.

- **Prevent non attendances** (1 per day per practitioner in a 2 person clinic costs over $33,000/year)

- **Keep customers happy/satisfied** (1 lost customer who attends 10 times in a year could cost over $600/year or maybe $2,500 in lifetime, a complex workcover client could cost $2,000 + / year, if one patient is lost/week it could cost your boss over $100,000/year.)

- **Manage accounts and chase up money owed** (failing to note increase in work cover schedule of $2 per appointment would cost average clinic $600/month, failing to ensure correct paperwork was filled out on one workcover client could cost $550 in month, sending one account to wrong address could mean a cash gap of $2,000 for 3 months (similar to your employer not paying you for 3 weeks)

- **Convert enquires to appointments** (getting one client who is borderline to come to clinic could net $600/year, converting 4 borderline/week could net your employer over $120,000/year).

- **Contribute to increasing re:bookings of clients** (getting 2 patients to rebook who were undecided would make $130/day)

- **Free up time for your Therapists/ Practice Principal to see clients** (they can earn practice say $130/hour where you may cost $20/hour, in a day helping them see one more client in a 2 person clinic can make practice over $33,000 a year)

- **Contribute to sales of items** (if you sell $50 of gear/day that would not otherwise sell that could represent $13,000/year or say $8,000/year profit).

- **Make for a happy and harmonious work place** (a Therapist leaving a practice who was unable to be replaced for 3 months could cost over $62,000; a boss getting frustrated with job could cost entire business and your job!, receptionist getting frustrated and leaving could cost $10,000+ in training and lost income)

Your Front Desk are very very very important people to the success of your Health Business. The difference between an exceptional front desk employee compared to a poor front desk employee can easily be over $200,000 a year to the business. (word of warning this does not mean they can be paid $200,000/year!)