

### STOP GUESSING!

Surgiorithm's online practice level dashboard provides guidance to make practice development and management decisions with more confidence. Insights from the dashboard are used to make immediate tweaks and enhancement.

Uniquely fine tune your cataract evaluation process, marketing expenditure, referral sources, and understand your patient ahead of time.

The analytics are always updated and accessible on your online dashboard, without additional work by your staff.

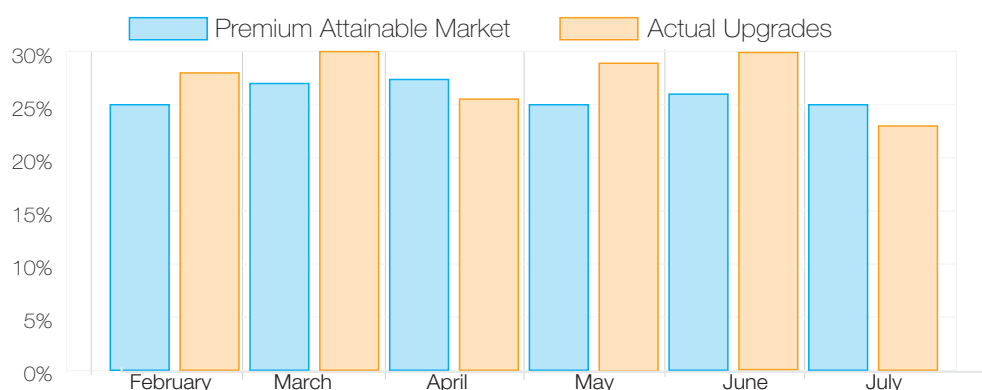


### PRACTICE PERFORMANCE

*You can only improve what you can measure*

- Monthly averages of basic stats enable you to make better practice management decisions and keep a close eye on development of trends.
- Watch your monthly cataract upgrades rise or fall and make immediate adjustments.
- If patients aren't scheduling at a satisfactory rate you'll know in real time so you can make appropriate adjustments.
- You will know how many patients wanted to upgrade vs. how many actually did, if the numbers aren't close there's an indicator that's something wrong in your process.
- A few months of monitoring statistics trends can reveal your patients' upgrade payment breakdown (3rd party financing, cannot afford or full payment) which could create the need for price reviews or more finance options.
- Actual vs. potential monthly revenue graphs allow you to make informed business management decisions in real time; no time lag.
- Watch trends in monthly volume to better plan resources and staff for the following planning period.
- Seasonality in your patient volume allow opportunities for balancing practice scheduling and staffing challenges.
- Compare performance metrics regularly among multiple surgeons.

Premium Attainable Market vs Actual Upgrades

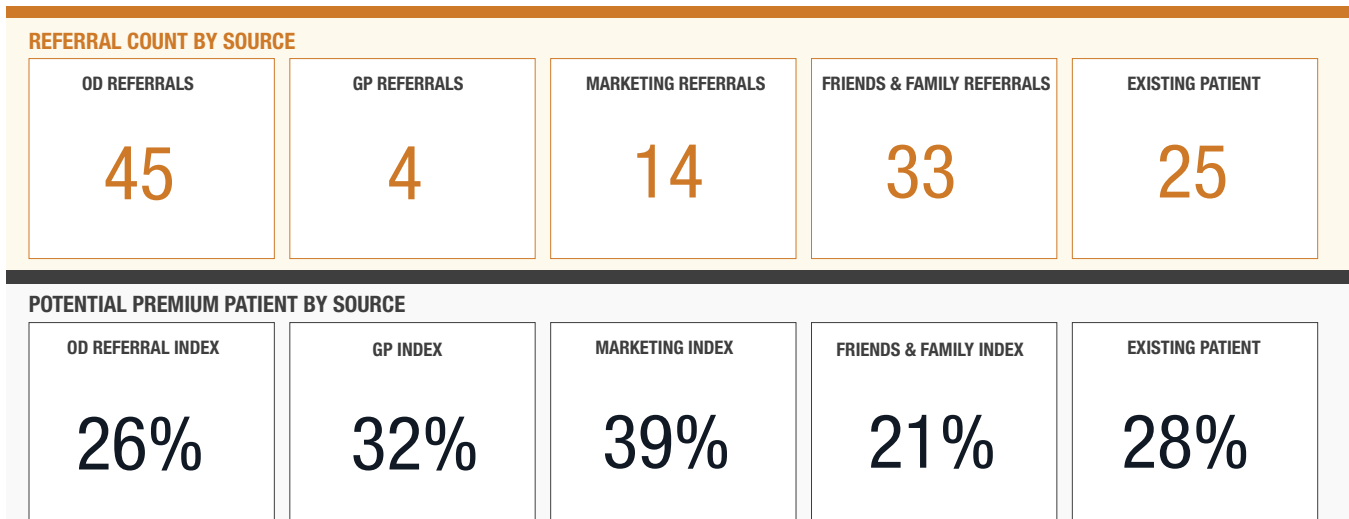


When patients and surgeons are better prepared everybody wins...and the game is changing

## REFERRALS & MARKETING

*Spend the right percentage of your marketing budget on the right referral sources*

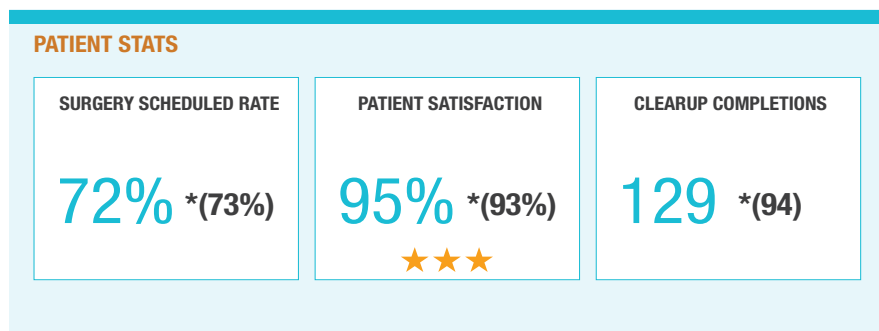
- Fine tune your promotional spending, develop better marketing tactics and allocate the right percent of marketing dollars towards the right referral source as revealed in your referral lead source statistics.
- Premium upgrade rates by referral source revealed so you can optimize your resources by spending accordingly.
- Understand how your marketing is impacting your leads, conversions, and surgery volume.



## PATIENT ENGAGEMENT

*Allows surgeons to help increase patient satisfaction by meeting or exceeding patient expectations*

- Continuous monitoring of satisfaction from patient online engagement so you can detect flaws in your process and take immediate action. Monitor and measure patient preparation and its impact on scheduling, patient decisions, revenue as well as trends in the number of patients seen per day.



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