

PREPARED FOR

[REDACTED]

PRACTICE TYPE

Chiropractic

SITE VISIT

[REDACTED]

PREPARED BY

Koine Studios

Findings Report

SAMPLE FORMAT · A REAL REPORT WITH THE DETAILS REDACTED

This is the document a Diagnostic Day ends with. Everything I found in eight hours on site – what each problem is, what it costs the practice per month, and how severe it is – ranked so the fixes that pay back first sit at the top. The figures below are real; the numbers and names that identify the practice are blacked out.

SUMMARY OF FINDINGS

#	WHAT I FOUND	COST / MONTH	SEVERITY
01	Booked-to-banked gap Revenue leaking between the appointment and the deposit – [REDACTED] sitting uncollected in [REDACTED]	[REDACTED] PER MONTH	HIGH
02	Front desk overload [REDACTED] hours a week of front-desk time going to manual recall and rescheduling that a system should carry	[REDACTED] PER MONTH	HIGH
03	After-hours admin Owner spending evenings on [REDACTED] instead of at home – unpaid, unsustainable, invisible on the books	[REDACTED] PER MONTH	MEDIUM
04	Web presence A website last updated in [REDACTED] that patients can't book from, quietly sending new-patient traffic elsewhere	[REDACTED] PER MONTH	MEDIUM

IDENTIFIED MONTHLY LEAK

[REDACTED]

ONE LEAK, TRACED

How a single finding moves from something I noticed to something your front desk owns. This is finding 02 above, followed end to end.

FOUND Patient follow-up lived in one staffer's head. When they were out, it didn't happen – and no one could see that it hadn't.

COSTED [REDACTED] hours of front-desk time every week, plus the re-bookings that quietly never happened. Put a number on both and it was the second-largest leak in the practice.

CLOSED A recall system that drafts every outreach in the practice's own voice. Staff review it, approve it, send it – the judgment stays human, the typing doesn't.

OWNED The front desk runs it now without me. No retainer, no dependency. The system belongs to the practice.

WHAT I'D BUILD FIRST

Patient recall & reactivation

Closes findings 02 and part of 01. Drafts recall and reactivation outreach for staff approval; the fastest payback on the list.

EST. PAYBACK

Booked-to-banked audit fix

Closes finding 01. Tightens the handoff between appointment, treatment, and deposit so revenue stops sitting in [REDACTED].

EST. PAYBACK

Review replies & new-patient welcome

Supports findings 03 and 04. Responses and welcome sequences in your voice, ready to approve – off the owner's evenings.

EST. PAYBACK

From here. The Diagnostic Day is \$2,500 flat. If we build together afterward, the full amount comes off the quote — and either way, this report is yours to keep. I don't build systems to replace your people; every fix above exists to take work off them.