

Patient Prism's August 2021 ROI for 6 DSO Clients

	# of Live Locations	# of RELOs Sent	Follow-up Rate	Booked Appts.	Patients Seen*	August Investment	Anticipated Revenue**	ROI
DSO #1	6	150	144 (96%)	25 (17%)	17	\$1,644	\$17,000	934%
DSO #2	24	285	281 (96%)	88 (31%)	61	\$7,843	\$61,000	678%
DSO #3	29	562	421 (75%)	208 (49.41%)	145	\$11,571	\$145,000	1153%
DSO #4	32	1,462	1,355 (93%)	318 (23%)	222	\$11,923	\$222,000	1762%
DSO #5	51	380	380 (100%)	131 (34%)	91	\$15,249	\$91,000	497%
DSO #6	100	3049	3049 (100%)	621 (20%)	434	\$31,100	\$434,000	1295%
* 70% average show rate of booked new patient appointments (industry average) ** Average 1st year patient value of \$1,000, every practice is different							\$970,000	