

# Analytics

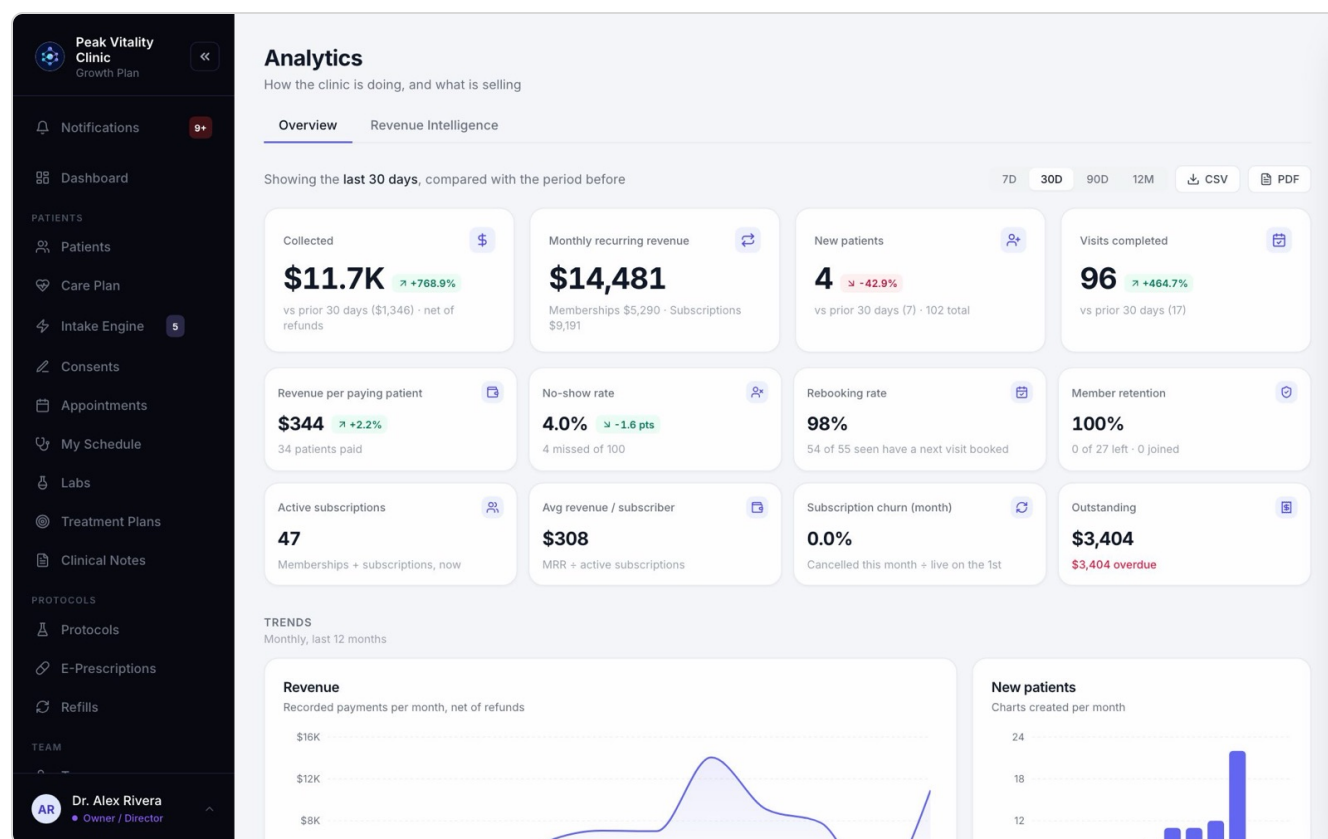
How the clinic is doing: money, patients, visits and what's selling. Pick a time frame, compare it with the one before, and take the numbers with you.

Page manual · For Owners, Managers, Billing staff · [aminova.health/university/analytics](https://aminova.health/university/analytics)

## 1. THE PAGE AT A GLANCE

Analytics has two tabs. **Overview** holds the numbers most owners check: money, patients, visits and what's selling. **Revenue Intelligence** digs into money owed, renewals and risk.

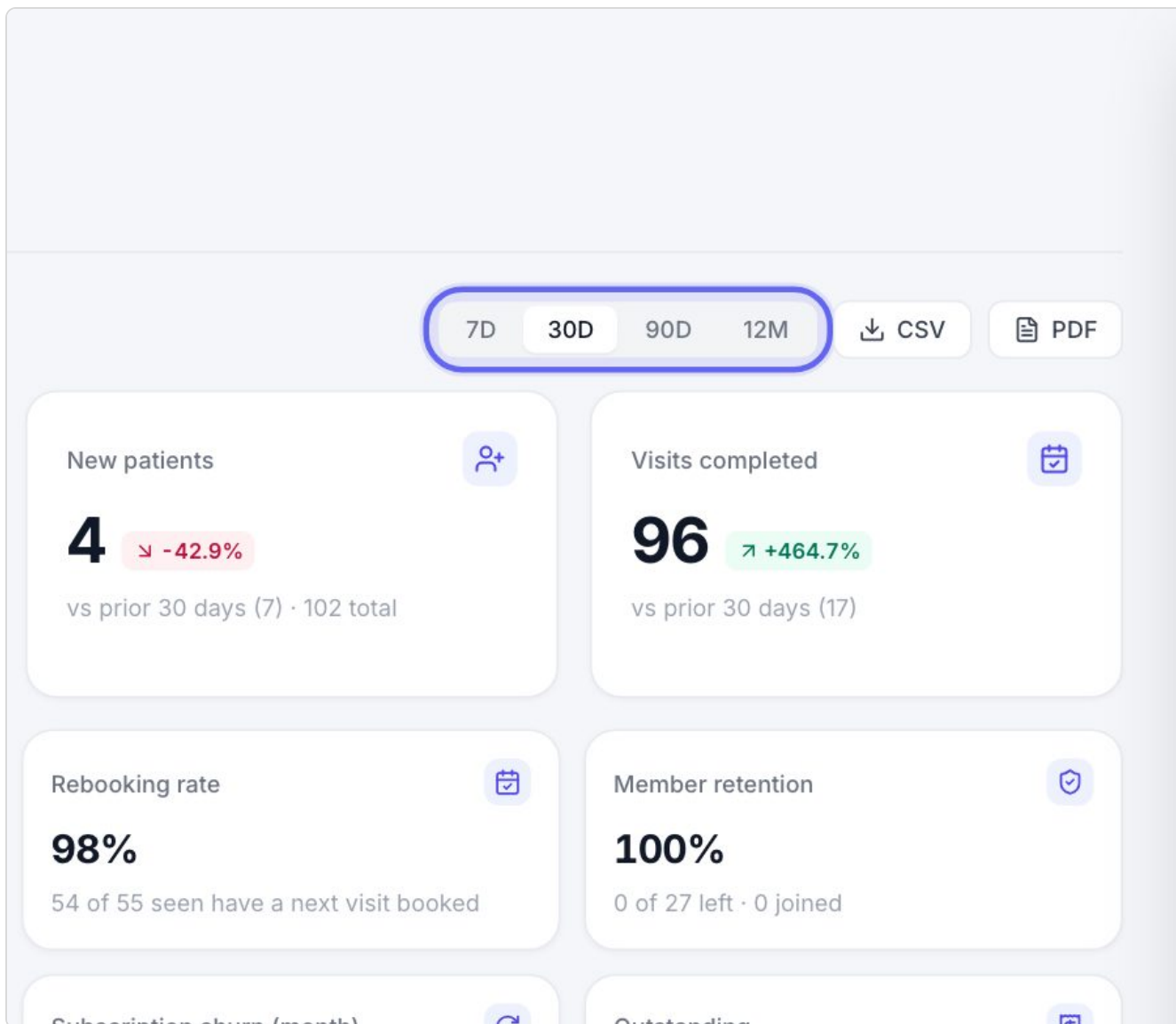
Practice patients are never counted in any number here.



Analytics, on the Overview tab.

## 2. PICK A TIME FRAME

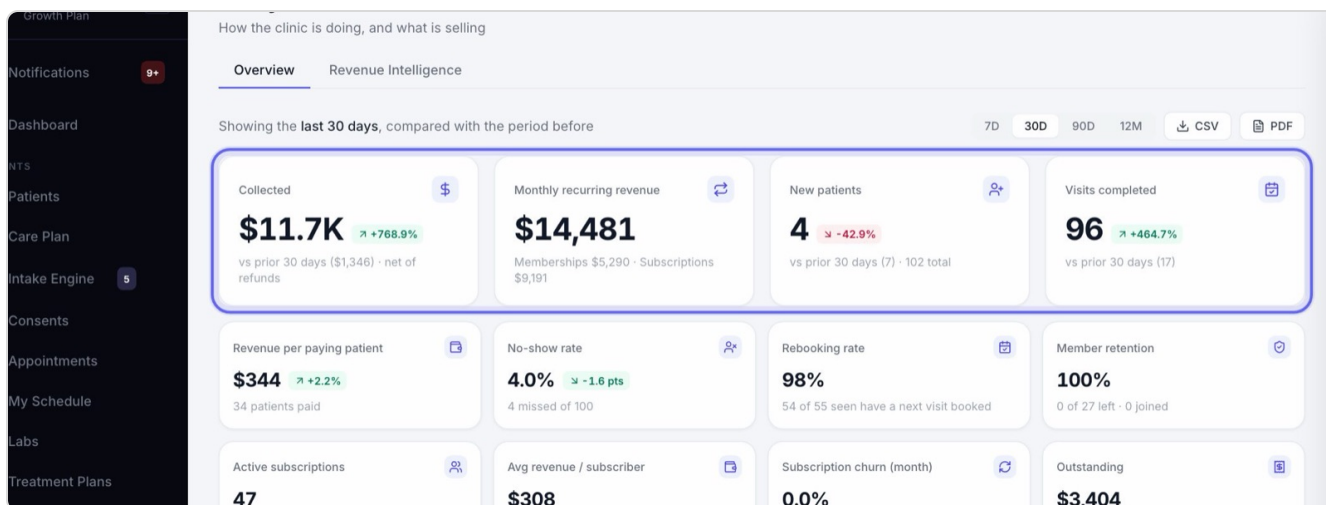
1. Pick **7D**, **30D**, **90D** or **12M**: the last 7 days, up to the last 12 months.
2. The line on the left says which time frame you're looking at.
3. A small colored tag compares a number with the same length of time just before. Green is better. Red is worse.



The time frame buttons, beside the download buttons.

### 3. THE FOUR BIG NUMBERS

1. **Collected:** the payments recorded in your time frame, less refunds.
2. **Monthly recurring revenue:** what your active memberships and subscriptions bring in each month.
3. **New patients:** patients added in your time frame, with your total under it.
4. **Visits completed:** visits finished in your time frame.

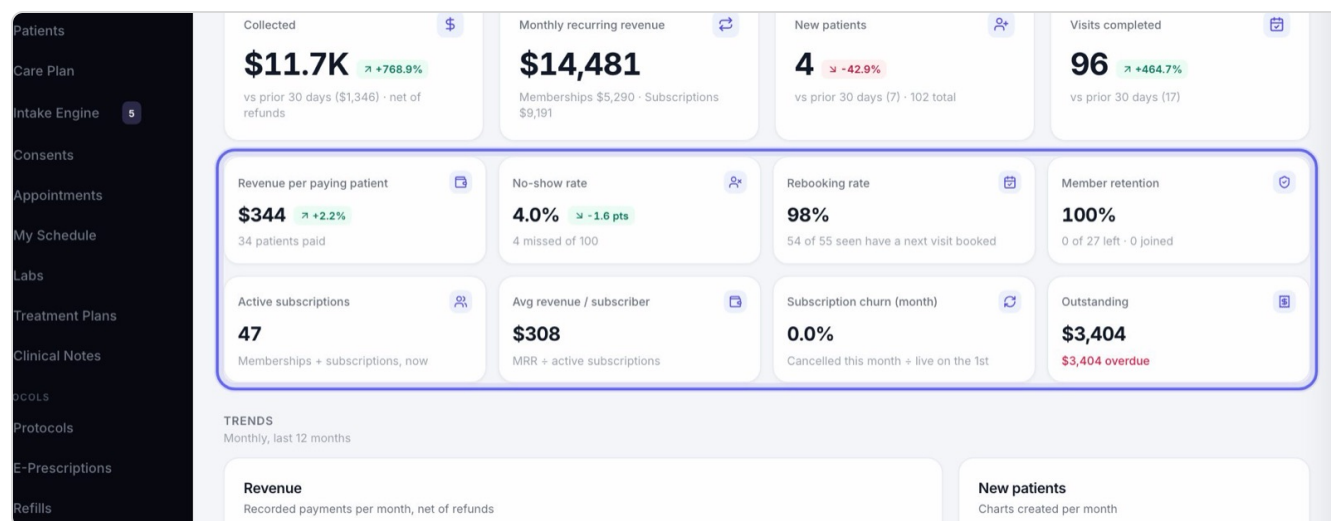


The four numbers an owner checks first.

#### 4. THE FINER NUMBERS

Under the big four: revenue per paying patient, no-show rate, rebooking rate (patients seen who already have a next visit), member retention, active subscriptions, average revenue per subscriber, and this month's subscription churn. The small line under each says how it's counted.

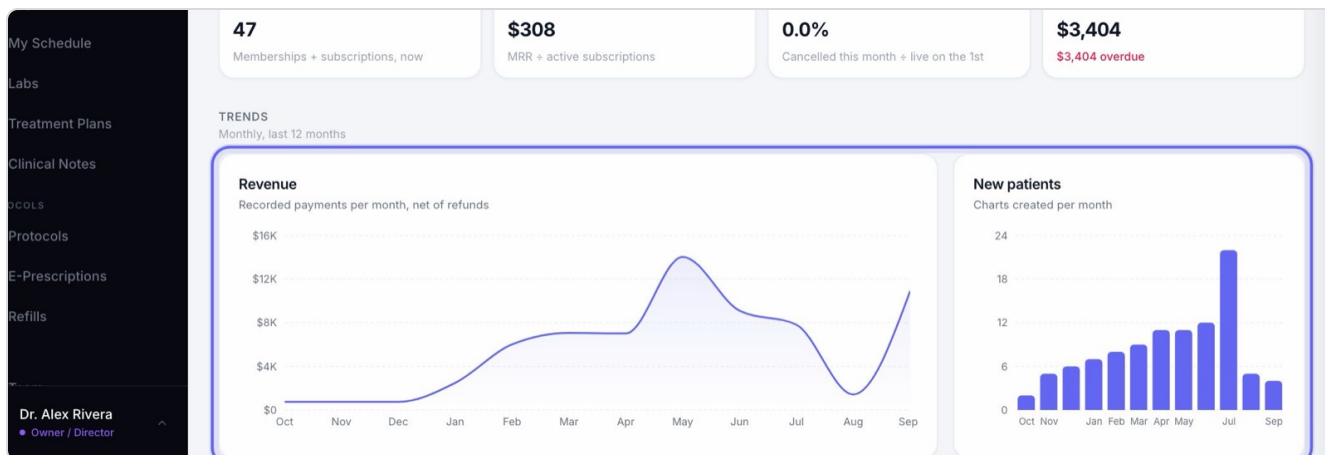
**Outstanding** is what patients owe right now. It is the same number Billing shows. Click it to go to Billing.



The finer numbers, each with a line saying how it's counted.

#### 5. MONTH BY MONTH

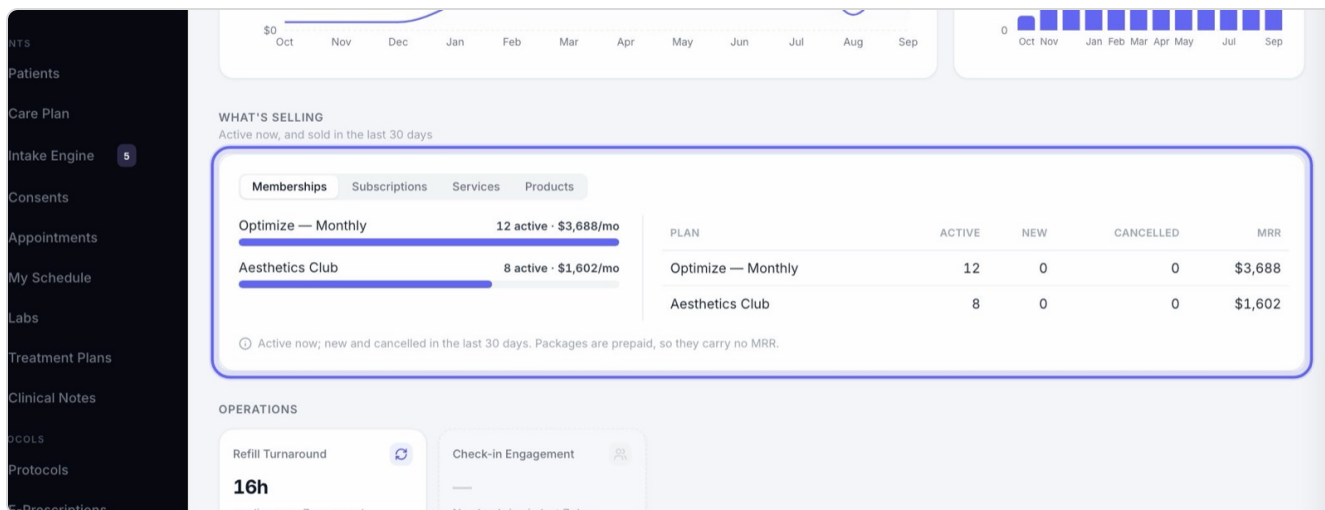
**Revenue** shows the payments recorded each month for the last 12 months, less refunds. **New patients** shows how many charts were made each month. Hold your mouse over a month to see its number.



Revenue and new patients over the last 12 months.

## 6. WHAT'S SELLING

1. Pick **Memberships, Subscriptions, Services or Products**.
2. Memberships and subscriptions show how many are active now, how many started and were canceled in your time frame, and what they bring in each month.
3. Services and products show how many sold and for how much, from paid invoices in your time frame.
4. The chart shows the top 10. The table beside it has them all.

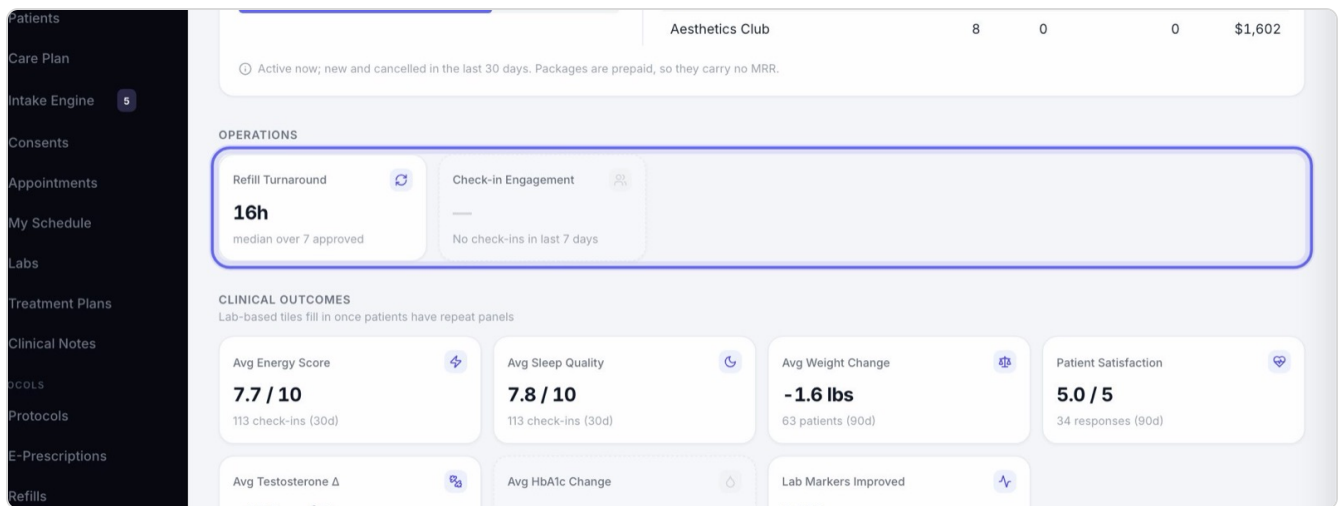


What's selling, as a chart and a table.

**Tip.** A custom line on an invoice doesn't match anything in your catalog, so it's counted apart. Pick items from your price list when you can.

## 7. OPERATIONS

How the clinic is running: the no-show rate over 90 days, how many refill requests have been dealt with, how long refills wait for approval, how many patients sent a check-in this week, and how many protocol enrollments are active.

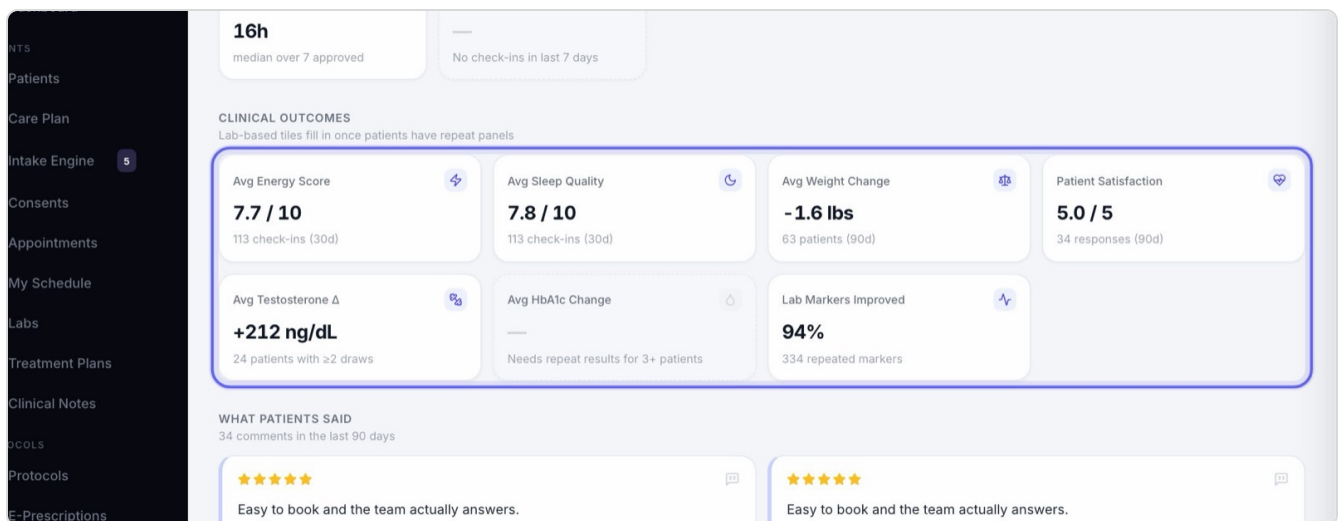


Operations: no-shows, refills and check-ins.

## 8. PATIENT OUTCOMES

Energy and sleep scores from patients' check-ins, average weight change, patient satisfaction, and changes in lab results.

A dash means there isn't enough data yet. The lab tiles fill in once patients have repeat results.



Patient outcomes. A dash means not enough data yet.

## 9. WHAT PATIENTS SAID

The comments patients wrote with their rating in the last 90 days, each with its stars. Low scores have a red edge. This part shows up once someone has left a comment. Press **Show all** to see more than four.

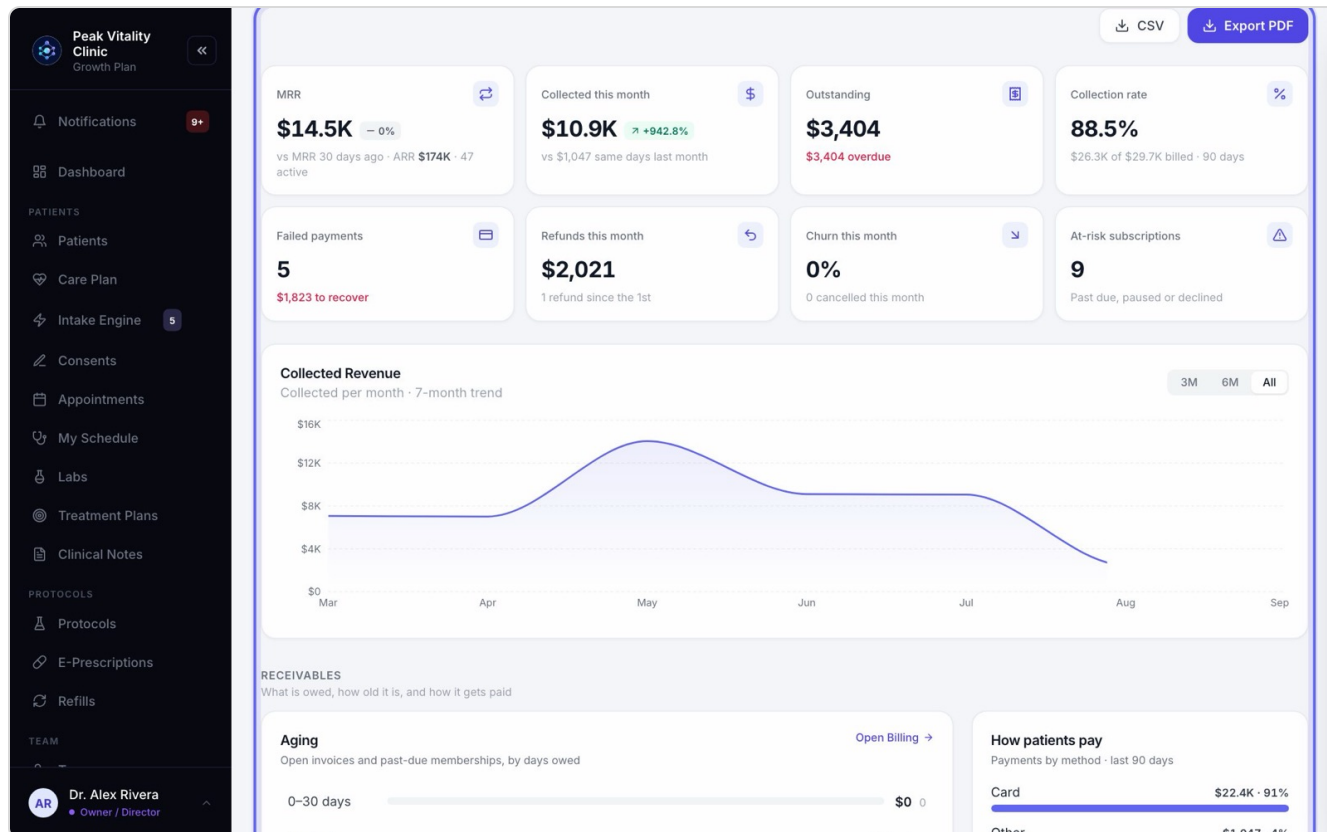
## 10. TAKE IT WITH YOU

CSV downloads these numbers as a spreadsheet. PDF downloads them as a report you can print or send.

## 11. REVENUE INTELLIGENCE

Open the **Revenue Intelligence** tab. Across the top: monthly recurring revenue, collected this month, outstanding, collection rate, failed payments, refunds this month, churn this month, and at-risk subscriptions.

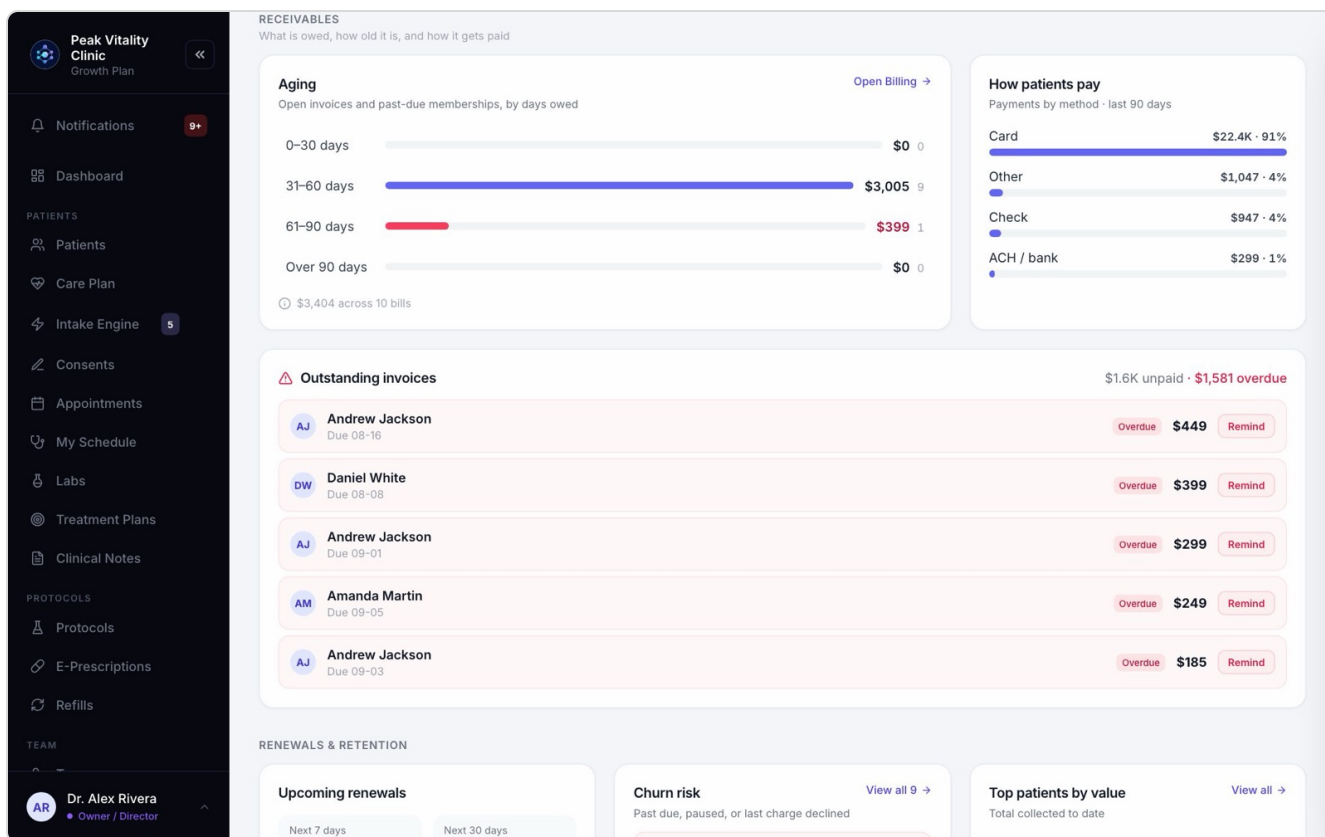
Under that is collected revenue per month. Switch it between **3M**, **6M** and **All**. **Failed payments** opens the membership charges that didn't go through.



Revenue Intelligence: eight money numbers, then revenue by month.

## 12. RECEIVABLES

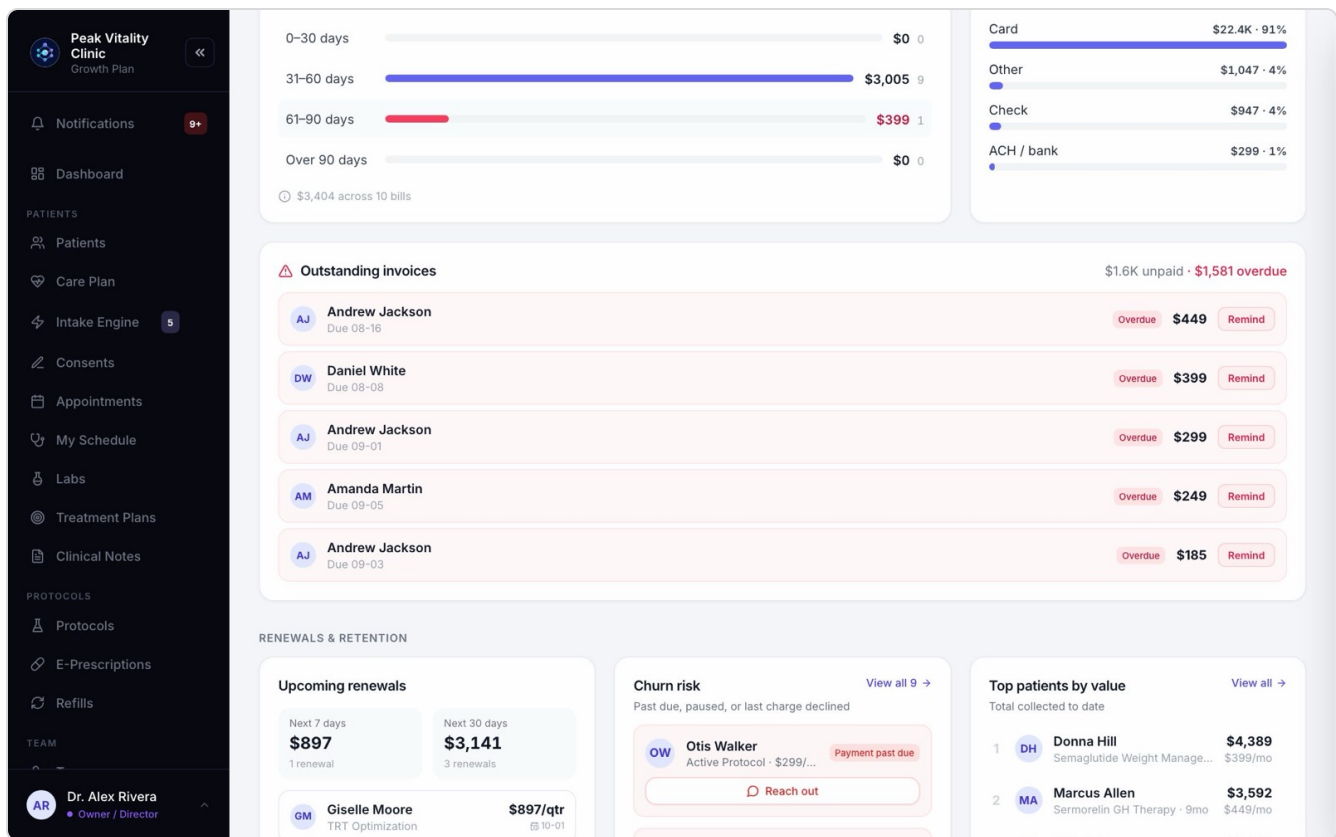
1. **Aging** splits what's owed by how long it has been owed. Click a row to go to Billing.
2. **How patients pay** shows payments by method over the last 90 days.
3. **Outstanding invoices** lists who owes, the biggest first. Overdue ones are marked.



Receivables: what's owed, how old it is, and how patients pay.

### 13. RENEWALS AND RISK

1. **Upcoming renewals** shows the plans that renew in the next 7 and 30 days. Click one to see that patient's plans.
2. **Churn risk** lists plans that are past due, paused, or had their last charge declined. **Reach out** opens a message to that patient.
3. **Top patients by value** ranks patients by what they've paid so far. Before any payments are recorded, the line under the title says it's an estimate.



Upcoming renewals, plans at risk, and your top patients.

## 14. PROFITABILITY

Pick **Recurring**, **Services** or **Products**. Recurring shows each plan, how many are active and what it brings in each month. Services and products show what sold in the last 90 days.

Add a cost price to a product in Products, and its cost and margin show here too.

