FOUR WAYS TO INCREASE AVERAGE TRANSACTION VALUE (ATV)

Overview - The Average Transaction Value (ATV) represents:

Total Revenue / Total Invoices = ATV

Objective - Your target ATV range in 2024 – is **$250** (NOT inclusive of GST)

Strategies to lift ATV.

1. **Pricing Strategy**:
   - Assess whether your offerings are competitively priced, aligned with industry benchmarks.
   - Visit BBVet's - Link: - https://portal.bbvet.net/au/ Do the survey and check if you are in the 80 percentile level.
2. **Missed Charges** – Review the file – Link: https://clients.acceleratepracticeacademy.com/course/amg-handouts/
3. **Standards of Care** – IMPORTANT to implement Your SOC.
   - Standards of Care – Link: https://clients.acceleratepracticeacademy.com/course/clinical-standards-of-care/
4. **Review**:
   - Tends in billing and client activity.
   - Vet performance on the Dashboard and Use – **Vet Performance Calculator** - Link: https://clients.acceleratepracticeacademy.com/course/team-training-johns-resources/

By focusing on improving Your ATV, to enhance financial performance and ensuring high-quality care for all patients.