

Bonus #2: The KPI Cheat Sheet

The key financial targets every vet practice should aim for to hit 25%+ profitability.

Key Performance Indicator	Target
Monthly Turnover	\$78,000 / FTE / Month
COGs %	20%
Wages %	38%
Profit	25%
Average Transaction Value	> \$280
Invoice Count	300 / FTE / Month
Dental Count	10 / FTE / Month
Vaccination Count	60 / FTE / Month
Primary Consults	80 / FTE / Month
Revisits (% of Primary Consults)	30%
Blood Tests	27 / FTE / Month
Histology / Cytology	19 / FTE / Month
Imaging	18 / FTE / Month

