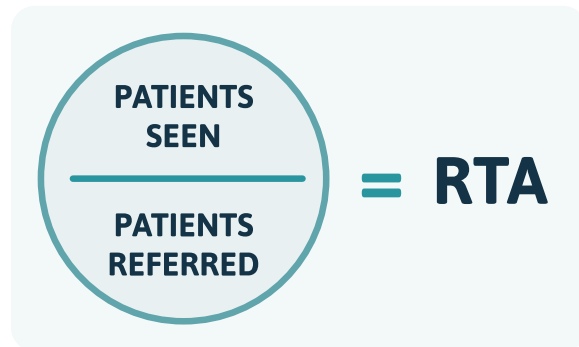


# Understanding your Referral to Appointment Ratio

## WHAT IS RTA?

Your Referral-to-Appointment ratio is the number of patients who booked an appointment divided by the number of patients referred to your practice.

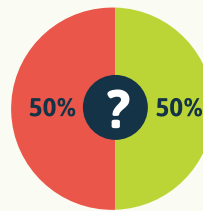


## WHAT QUESTIONS DOES MY RTA HELP ANSWER?

1. Of the last 100 referrals, do you know exactly how many of them are scheduled for an appointment?
2. Of the ones that have not scheduled an appointment, do you know why?

## TYPICAL USE CASE

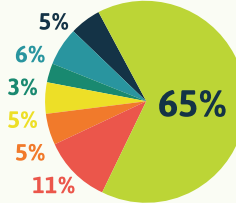
Before LeadingReach



- Scheduled Appointments
- Missed Appointments

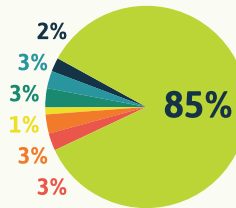
After LeadingReach

1 month



- Scheduled Appointments
- Unable to reach patient - still in pipeline
- Patient declined appointment
- Wrong type of insurance - out of network
- Wrong type of referral
- No geographic coverage
- Other

3 months



*“Within one week of implementation we saw measurable gains in workflow compliance and efficiency, as well as increasing our Referral to Appointment ratio and overall referral revenue.”*

**Daniel Soteldo**, Practice Manager at Westgate Skin & Cancer