LOCATION SOLUTIONS MADE EASY

PATIENT PROXIMITY STUDY

SAMPLE

DATE:	Date
BUSINESS NAME:	Smith Optometry
BUSINESS TYPE:	Optometry
BASE LOCATION:	1234 Main Street, Any Town, US
Layer #1:	0 to 2-Minute Drive Time
Layer #2:	2.1 to 5-Minute Drive Time
Layer #3:	5.1 to 10-Minute Drive Time
Layer #4:	10.1 to 15-Minute Drive Time
Layer #5:	15.1 to 20-Minute Drive Time
Layer #6:	Over 20 Minute Drive Time

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LOCATE™ Location Strategy

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Sample Data Fields Shown.
Final Selection of Data Fields
Will Be Made By The Customer

Patient Proximity Study (PPS) Applications

Locate Strategy's proprietary world-class Platform was created to be an unbiased source for all location-related issues, including **startup location decisions, practice purchase evaluations, due diligence, and evaluation of existing practice markets for potential moves, expansions, and more.**

The PPS is a key component of the Platform. The PPS displays the patient dispersion on a map and provides up to five custom-selected radius or drive-time layers that show the number and percentage of patients in each layer in relation to the existing practice location.

Knowing Patient Dispersion might be the most vital due diligence information to have. Issues to Consider:

- Purchase Negotiations
  - If you are buying a practice, what is the main asset involved? **The Existing Patient Base.**
  - Once you know where your existing patients are located, consider these questions:
    - Is a patient 5 minutes away more valuable than a patient 20 minutes away?
    - Is there a higher risk of retaining the patient located further from the office during a transition?
    - All things equal, is a Practice with 65% of its patients within a 10-minute drive worth more than a practice with 40% of its patients within a 10-minute drive?
- Business Planning, Ongoing Operations, and Marketing
  - Determine areas of patient concentration for focused marketing for referrals and areas of opportunity
- Evaluating New Locations or Moving an Office
  - Determine what overlap exists if a second location is added
  - Which patients would be likely to move to your second location?
  - If relocating your office to a new location (outgrown existing space), you can determine how that location accommodates the existing patient base.
  - The full picture of the market for a current or proposed location including competition analysis and 19 demographic factors can be obtained in a corresponding Location Study or Location Demographics report.

In addition, you can select up to six data categories from your CRM to be analyzed by layer. Contact us for more details.

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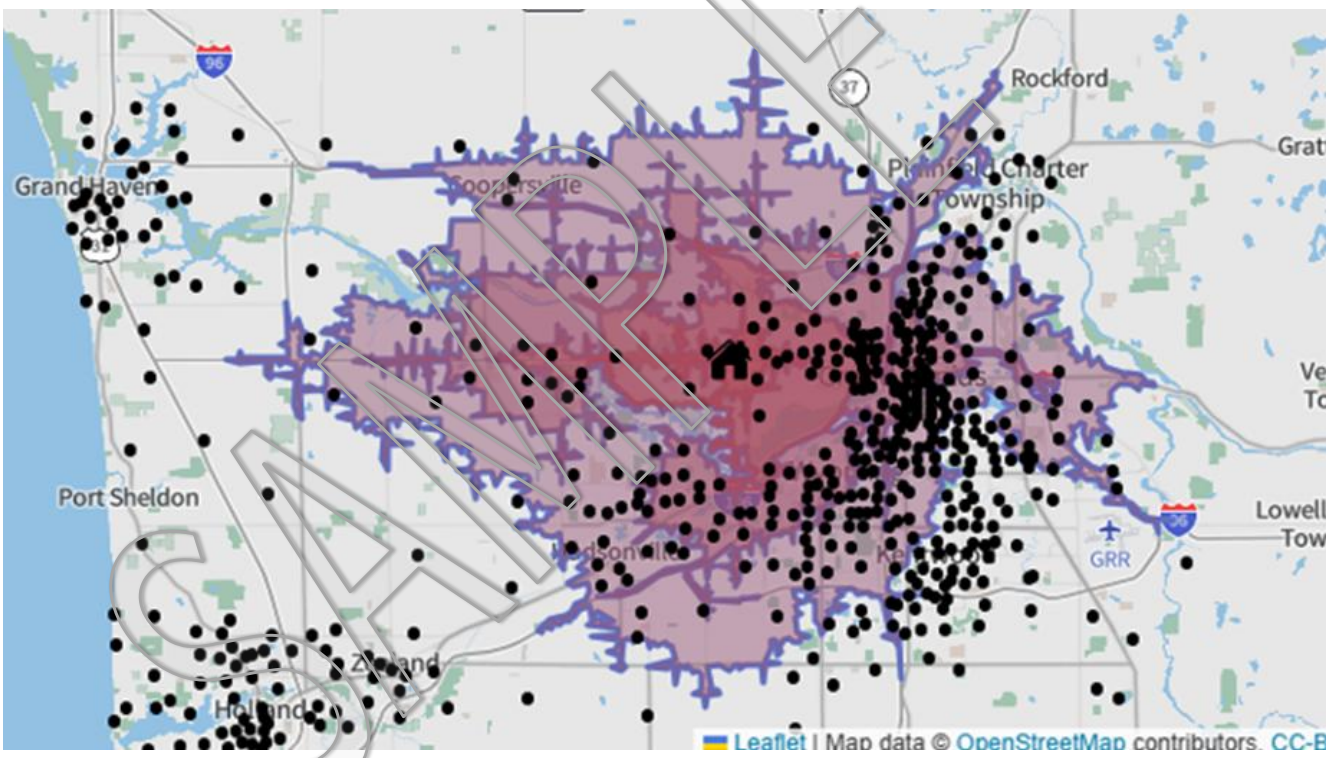
Layer Overlay - Drive Time Area Map

1234 Main Street, Any Town, US



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The house icon is the base location for this report. Black dots represent Patient Locations.

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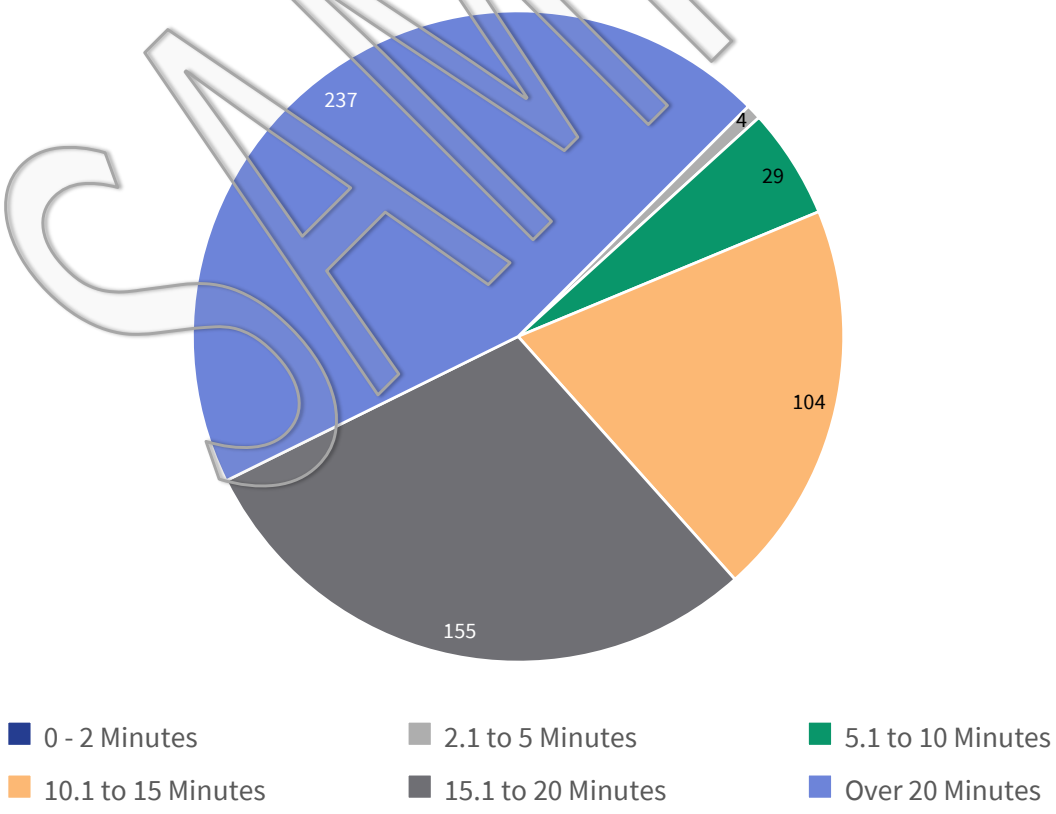
Number of Patients By Layer		
Drive Time Layer	**Total Patients in Layer**	**Percentage/Layer**
0 - 2 Minutes	0	0.0%
2.1 to 5 Minutes	4	0.8%
5.1 to 10 Minutes	29	5.5%
10.1 to 15 Minutes	104	19.7%
15.1 to 20 Minutes	155	29.3%
Over 20 Minutes	237	44.8%
TOTAL	529	100.0%

SAMPLE

Patient Dispersion By Layer



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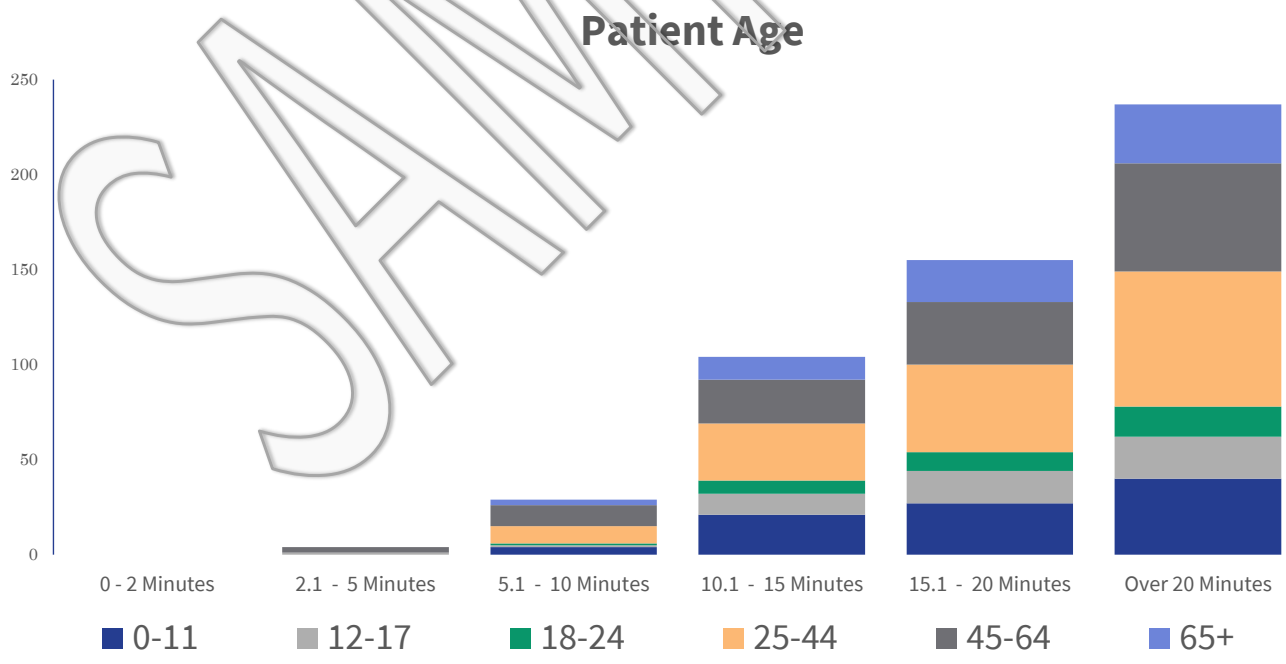
Patient Age							
Age Range	0 to 2 Minutes	2.1 to 5 Minutes	5.1 to 10 Minutes	10.1 to 15 Minutes	15.1 to 20 Minutes	Over 20 Minutes	Totals
0-11	0	0	4	21	27	40	92
12-17	0	1	1	11	17	22	52
18-24	0	0	1	7	10	16	34
25-44	0	0	9	30	46	71	156
45-64	0	3	11	23	33	57	127
65+	0	0	3	12	22	31	68
TOTALS	0	4	29	104	155	237	529

SAMPLE



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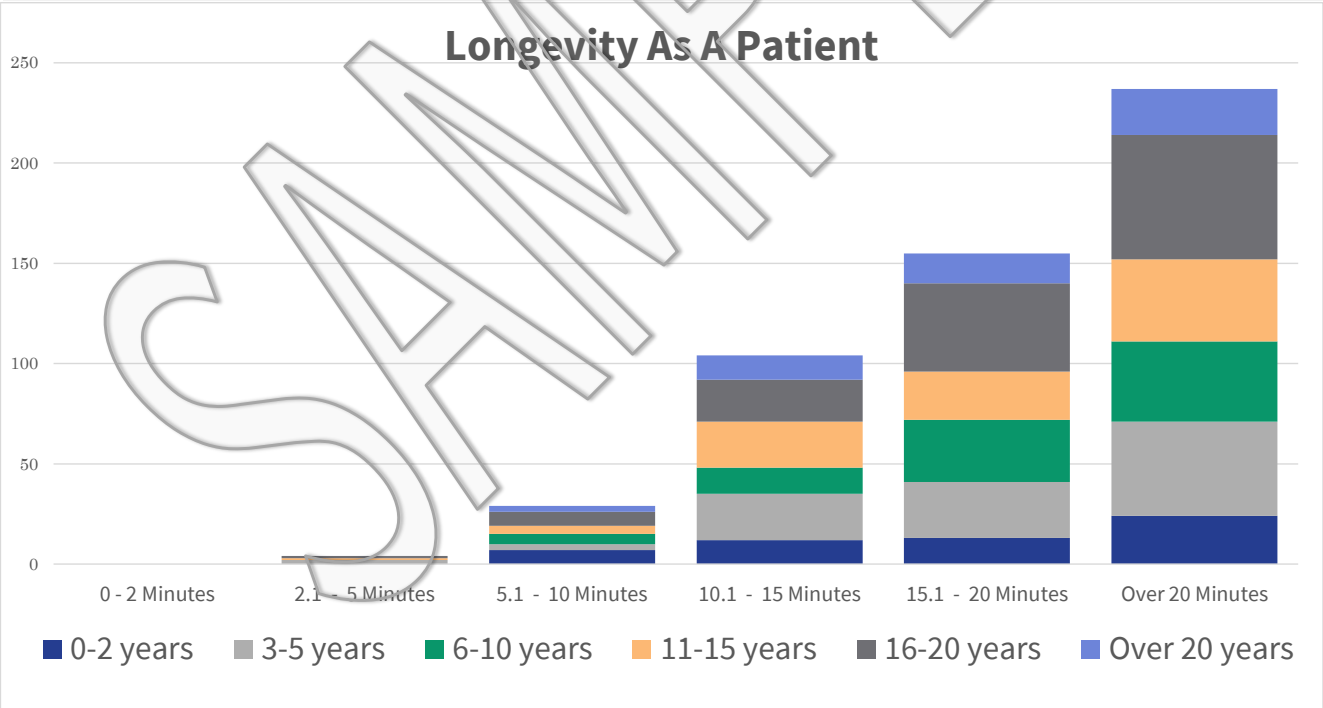
Longevity As A Patient

Number of Years As A Patient	0 to 2 Minutes	2.1 to 5 Minutes	5.1 to 10 Minutes	10.1 to 15 Minutes	15.1 to 20 Minutes	Over 20 Minutes	Totals
0-2 years	0	0	7	12	13	24	56
3-5 years	0	2	3	23	28	47	103
6-10 years	0	0	5	13	31	40	89
11-15 years	0	1	4	23	24	41	93
16-20 years	0	1	7	21	44	62	135
Over 20 years	0	0	3	12	15	23	53
TOTALS	0	4	29	104	155	237	529



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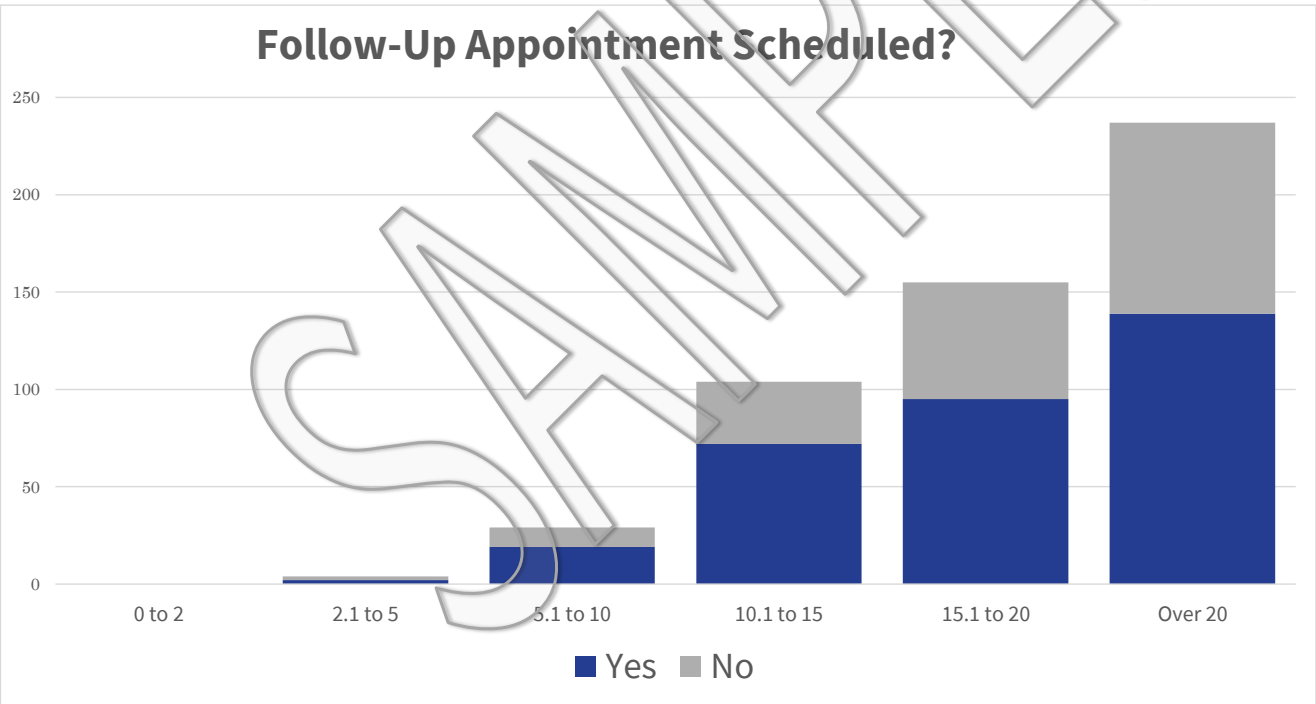
Follow-Up Apppointment Scheduled?							
Does the Patient Have a Follow-Up Appt Scheduled?	0 to 2 Minutes	2.1 to 5 Minutes	5.1 to 10 Minutes	10.1 to 15 Minutes	15.1 to 20 Minutes	Over 20 Minutes	Totals
Yes	0	2	19	72	95	139	327
No	0	2	10	32	60	98	202
TOTALS	0	4	29	104	155	237	529



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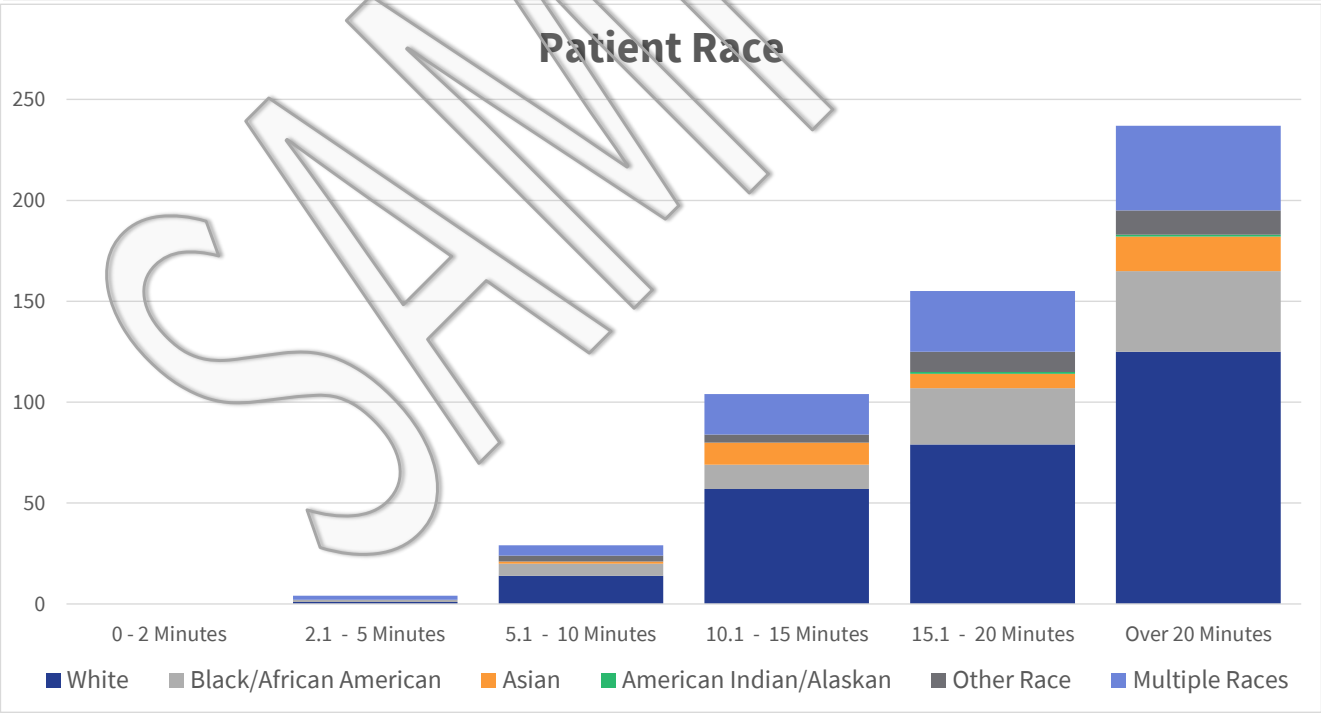
Patient Race							
Race	0 to 2 Minutes	2.1 to 5 Minutes	5.1 to 10 Minutes	10.1 to 15 Minutes	15.1 to 20 Minutes	Over 20 Minutes	Totals
White	0	1	14	57	79	125	276
Black/African American	0	1	6	12	28	40	87
Asian	0	0	1	11	7	17	36
American Indian/Alaskan	0	0	0	0	1	1	2
Other Race	0	0	3	4	10	12	29
Multiple Races	0	2	5	20	30	42	99
TOTALS	0	4	29	104	155	237	529



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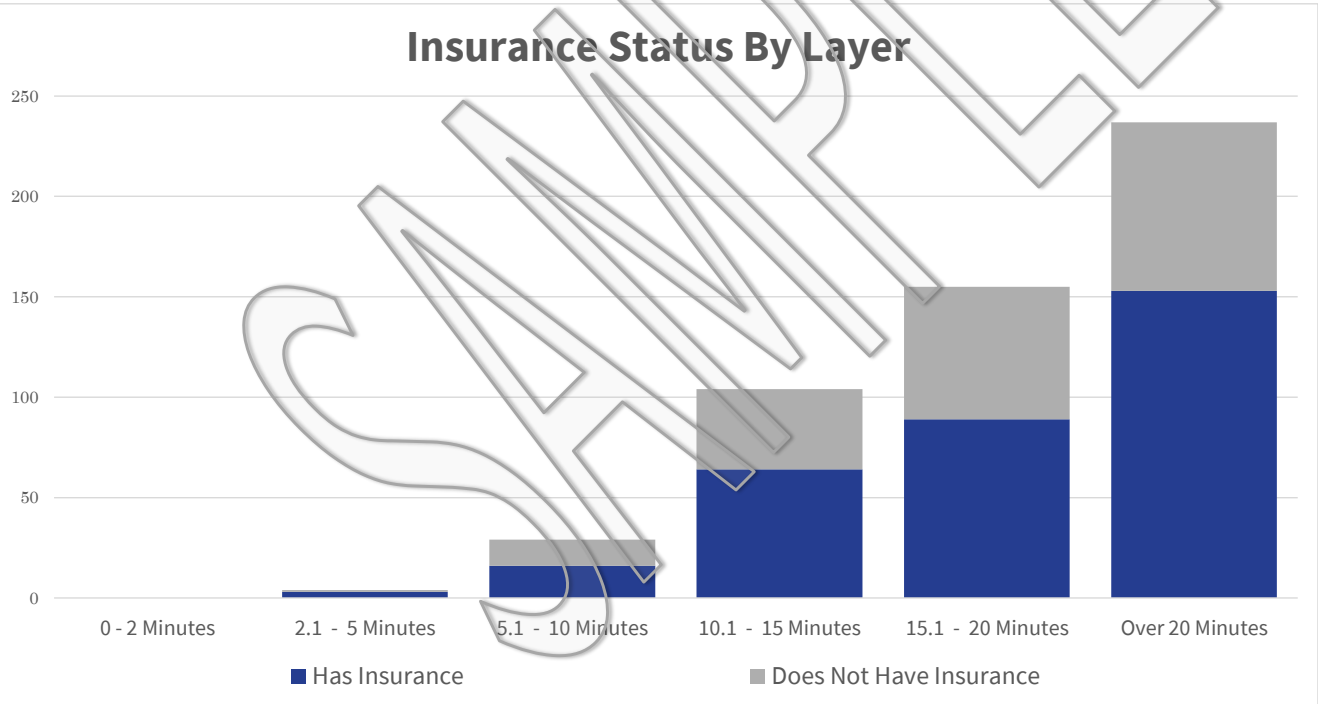
Insurance Status By Layer

Insurance Status	0 to 2 Minutes	2.1 to 5 Minutes	5.1 to 10 Minutes	10.1 to 15 Minutes	15.1 to 20 Minutes	Over 20 Minutes	Totals
Has Insurance	0	3	16	64	89	153	325
Does Not Have Insurance	0	1	13	40	66	84	204
TOTALS	0	4	29	104	155	237	529



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Thank you for choosing Locate!

Location Solutions made easy.

For more information about this Study, Click Here to follow the link to the Product Page for ordering options including the 6 Optional Data Categories.

Schedule your free Next Steps Call with your specialist to review and interpret your results.

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