LOCATION SOLUTIONS MADE EASY

PATIENT PROXIMITY STUDY

DATE:	Date
CUSTOMER:	ABC Veterinary Group
SPECIALTY:	Veterinarian
BASE LOCATION:	1234 Main Street, Any Town, US
Layer #1:	0 to 2-Mile Radius
Layer #2:	2.1 to 5-Mile Radius
Layer #3:	5.1 to 10-Mile Radius
Layer #4:	10.1 to 15-Mile Radius
Layer #5:	15.1 to 20-Mile Radius
Layer #6:	Over 20 Mile Radius

PRESENTED BY

LOCATE™ Location Strategy

contact@locatestrategy.com

locatestrategy.com

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Sample Data Fields Shown.
Final Selection of Data Fields
Will Be Determined 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 time 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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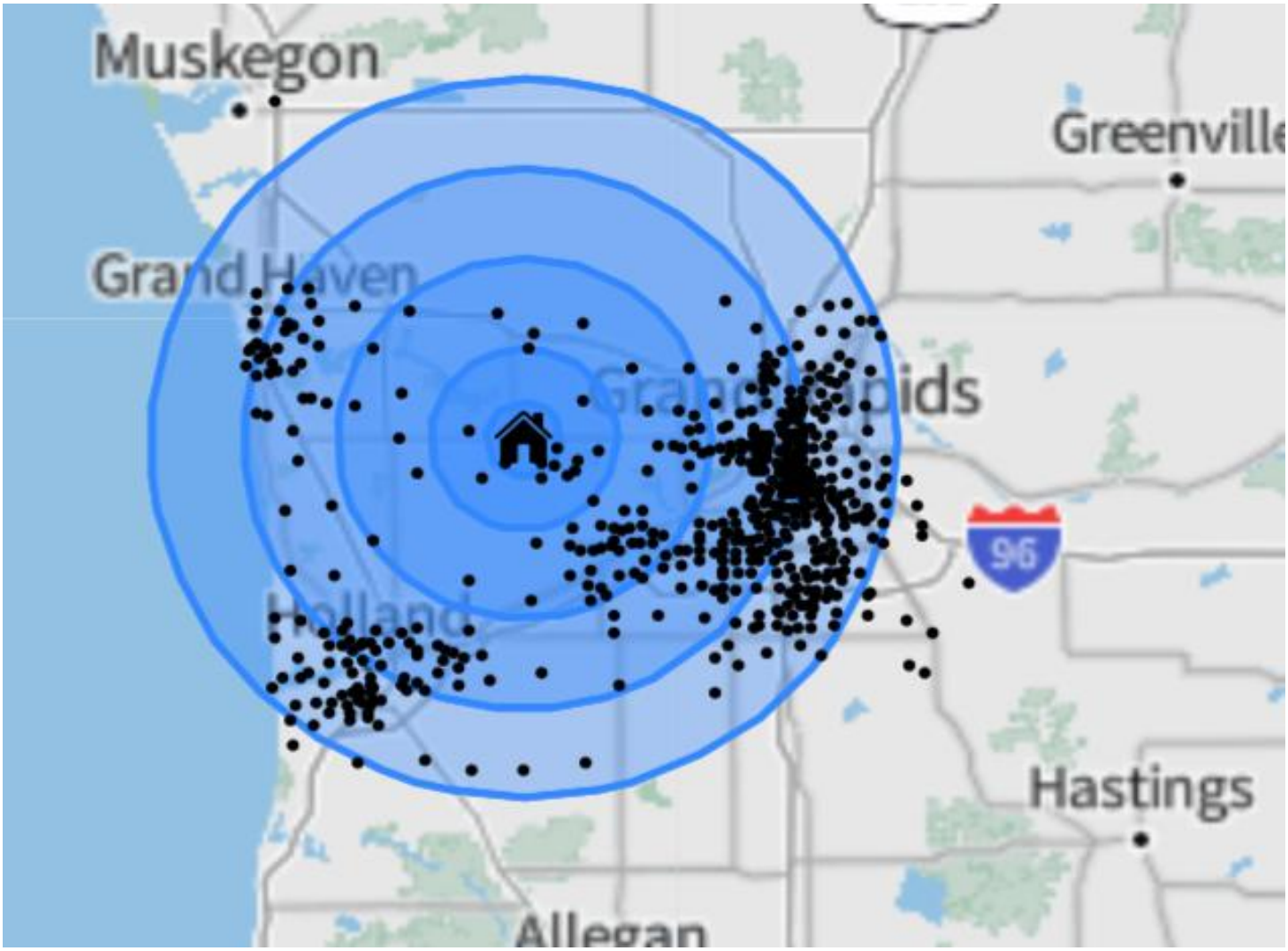
Layer Overlay - Radius Area Map

1234 Main Street, Any Town, US



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

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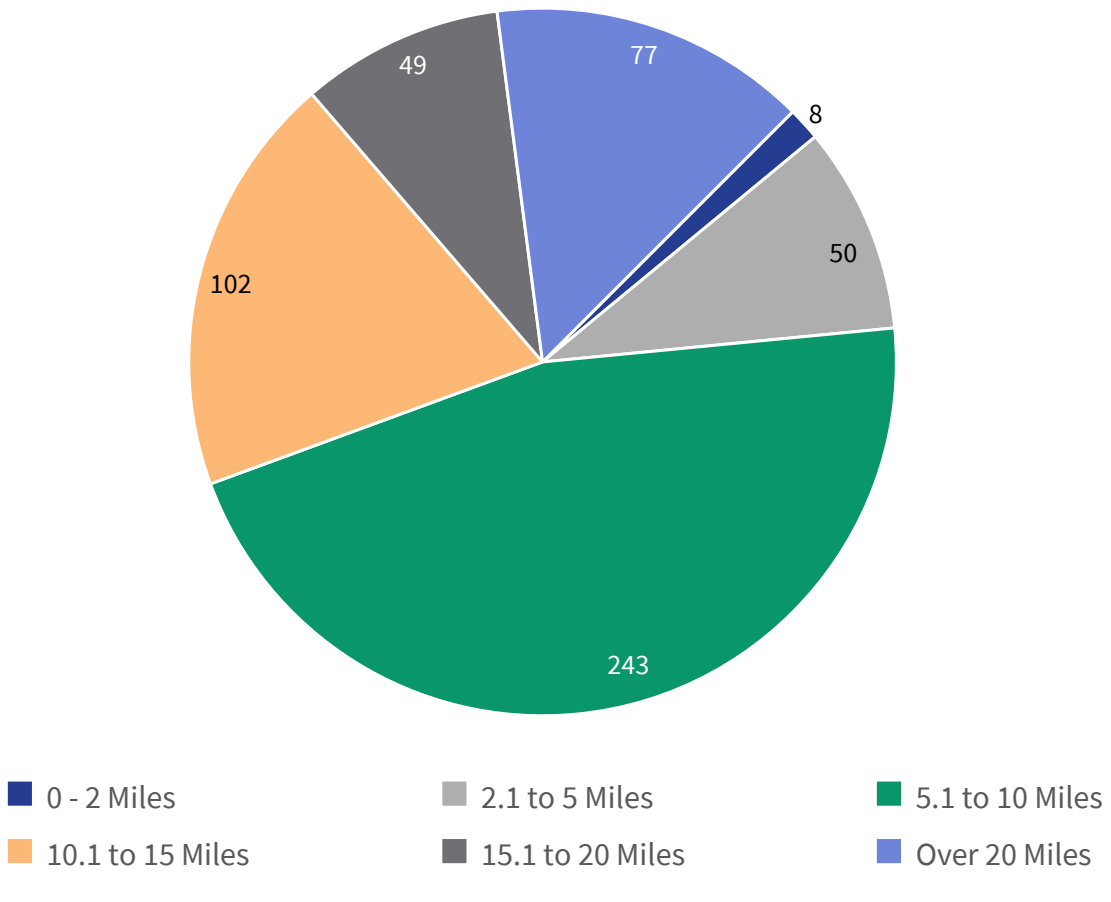
Number of Patients By Layer		
Radius Layer	**Total Patients in Layer**	**Percentage/Layer**
0 - 2 Miles	8	1.5%
2.1 to 5 Miles	50	9.5%
5.1 to 10 Miles	243	45.9%
10.1 to 15 Miles	102	19.3%
15.1 to 20 Miles	49	9.3%
Over 20 Miles	77	14.6%
TOTAL	529	100.0%

Patient Dispersion By Layer



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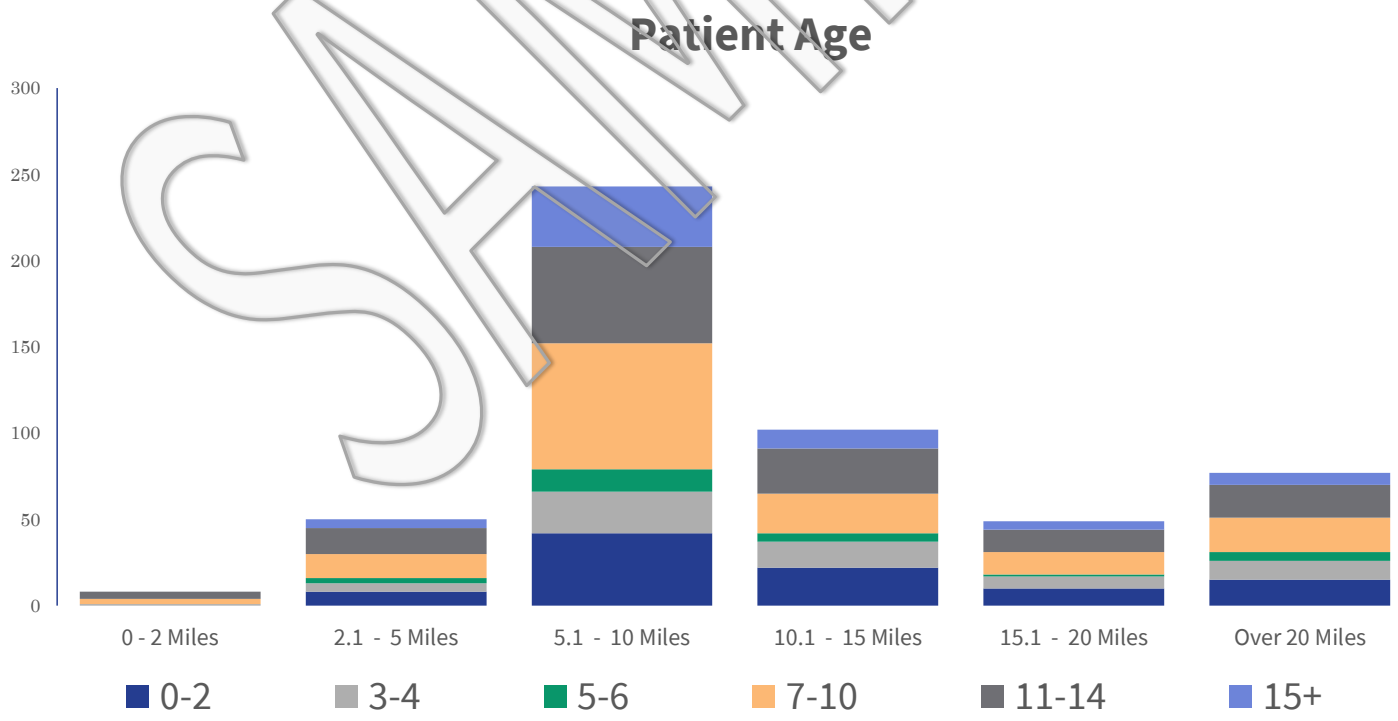
Patient Age

Age Range	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Percent of Total
0-2	0	8	42	22	10	15	18.3%
3-4	1	5	24	15	7	11	11.9%
5-6	0	3	13	5	1	5	5.1%
7-10	3	14	73	23	13	20	27.6%
11-14	4	15	56	26	13	19	25.1%
15+	0	5	35	11	5	7	11.9%
TOTALS	8	50	243	102	49	77	529

SAMPLE



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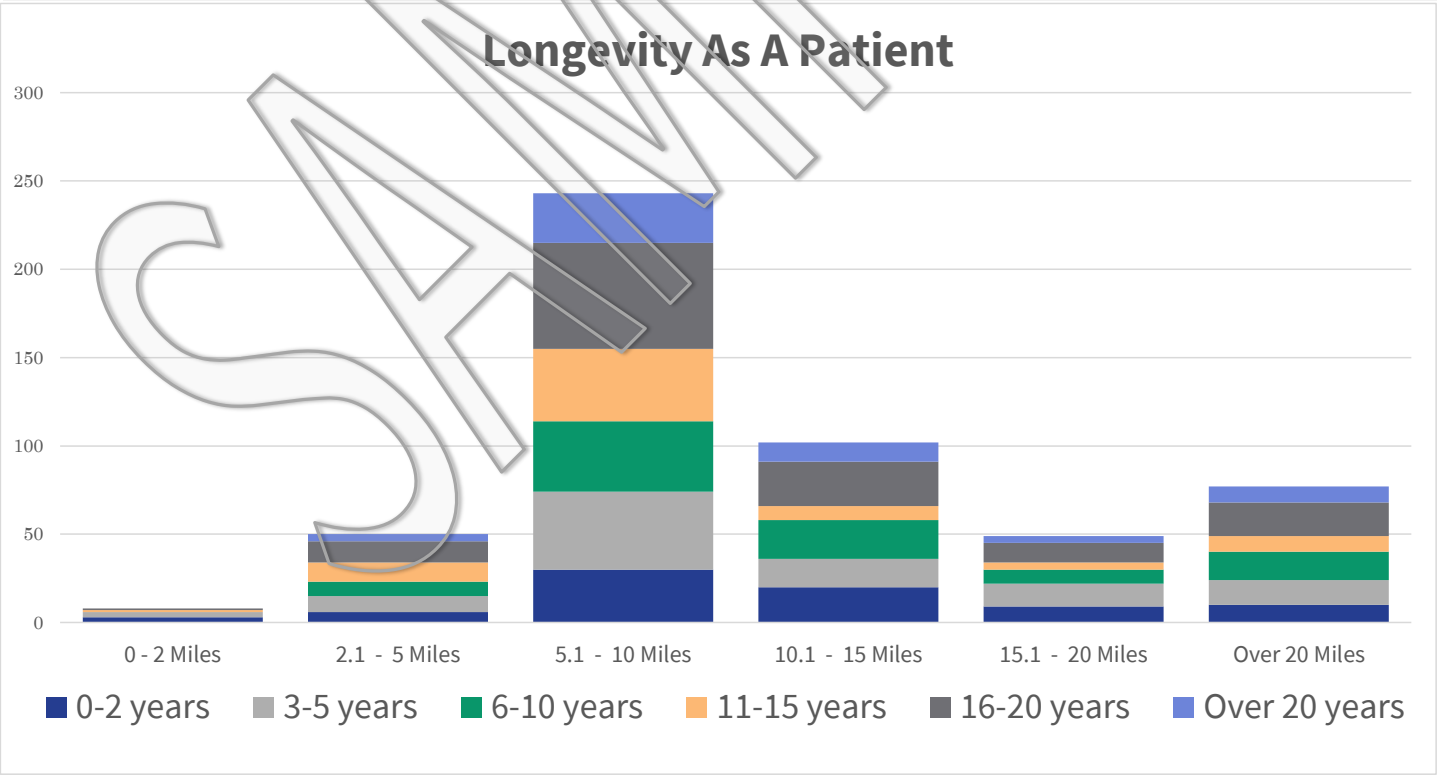
Longevity As A Patient							
Number of Years As A Patient	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
0-2 years	3	6	30	20	9	10	14.7%
3-5 years	3	9	44	16	13	14	18.7%
6-10 years	0	8	40	22	8	16	17.8%
11-15 years	1	11	41	8	4	9	14.0%
16-20 years	1	12	60	25	11	19	24.2%
Over 20 years	0	4	28	11	4	9	10.6%
TOTALS	8	50	243	102	49	77	529



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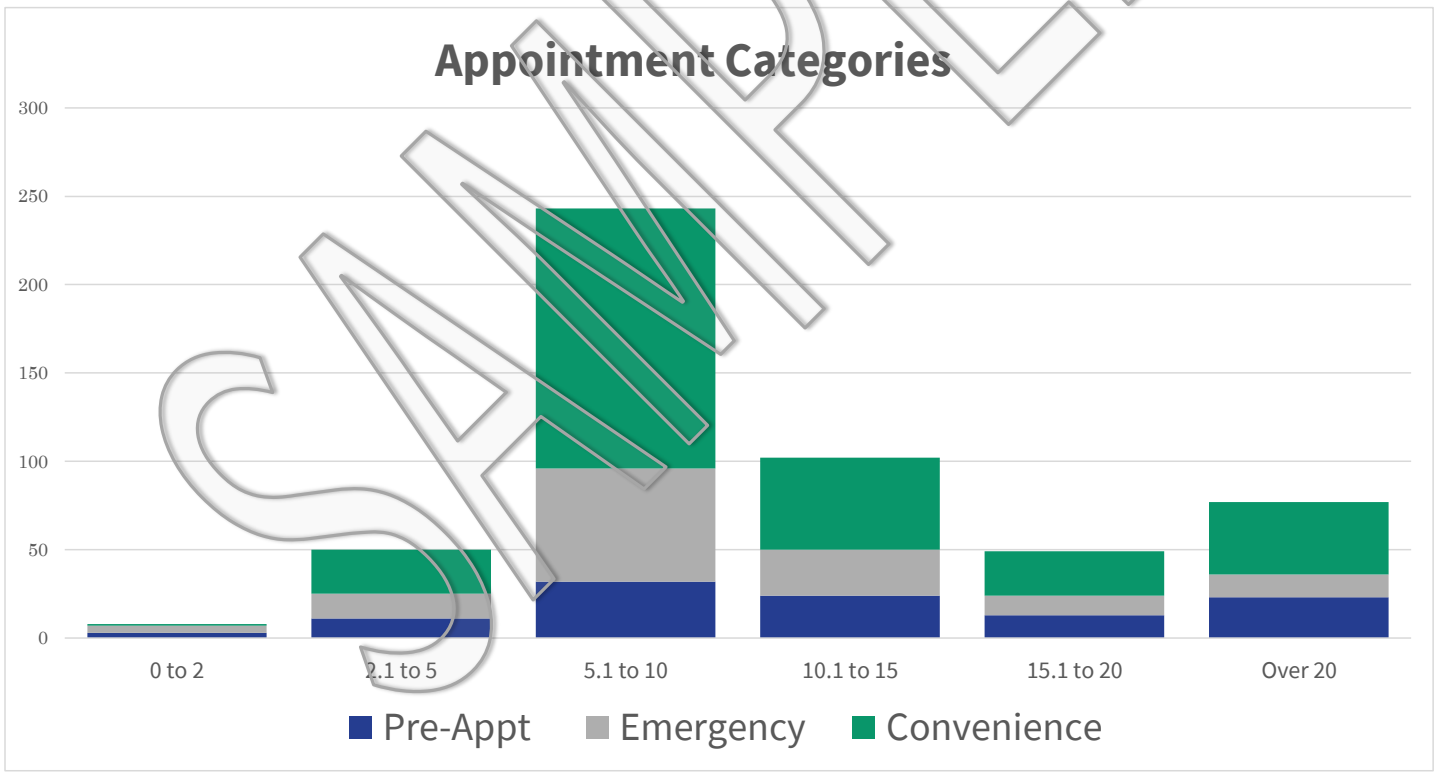
Appointment Categories							
Client Follow-Up	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
Pre-Appt	3	11	32	24	13	23	20.0%
Convenience	1	25	147	52	25	41	55.0%
Emergency	4	14	64	26	11	13	25.0%
TOTALS	8	50	243	102	49	77	529



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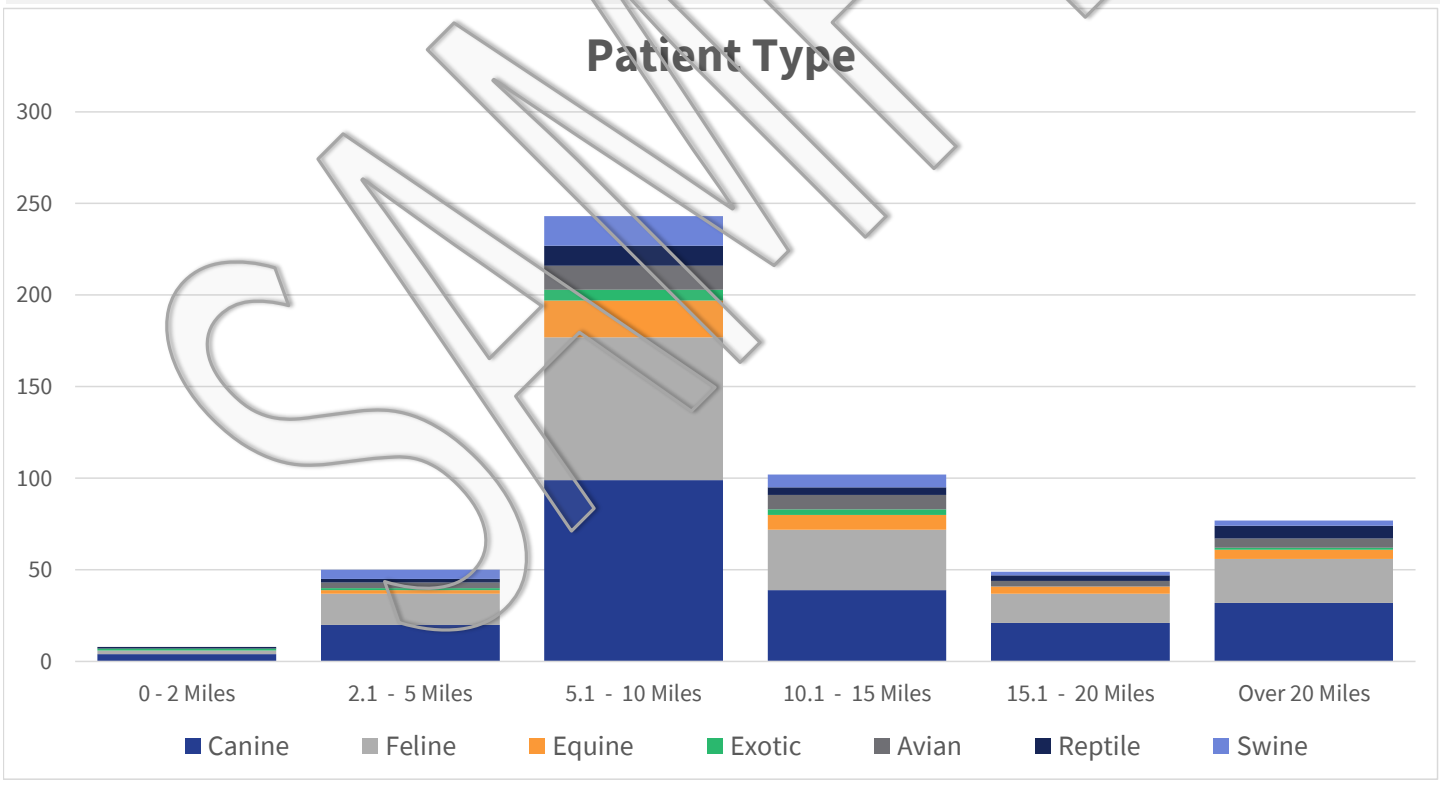
Patient Type

Patient Type	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
Canine	4	20	99	39	21	32	40.6%
Feline	2	17	78	33	16	24	32.1%
Equine	0	2	20	8	4	5	7.4%
Exotic	1	1	6	3	0	1	2.3%
Avian	0	3	13	8	3	5	6.0%
Reptile	1	2	11	4	3	7	5.3%
Swine	0	5	16	7	2	3	6.2%
TOTALS	8	50	243	102	49	77	529



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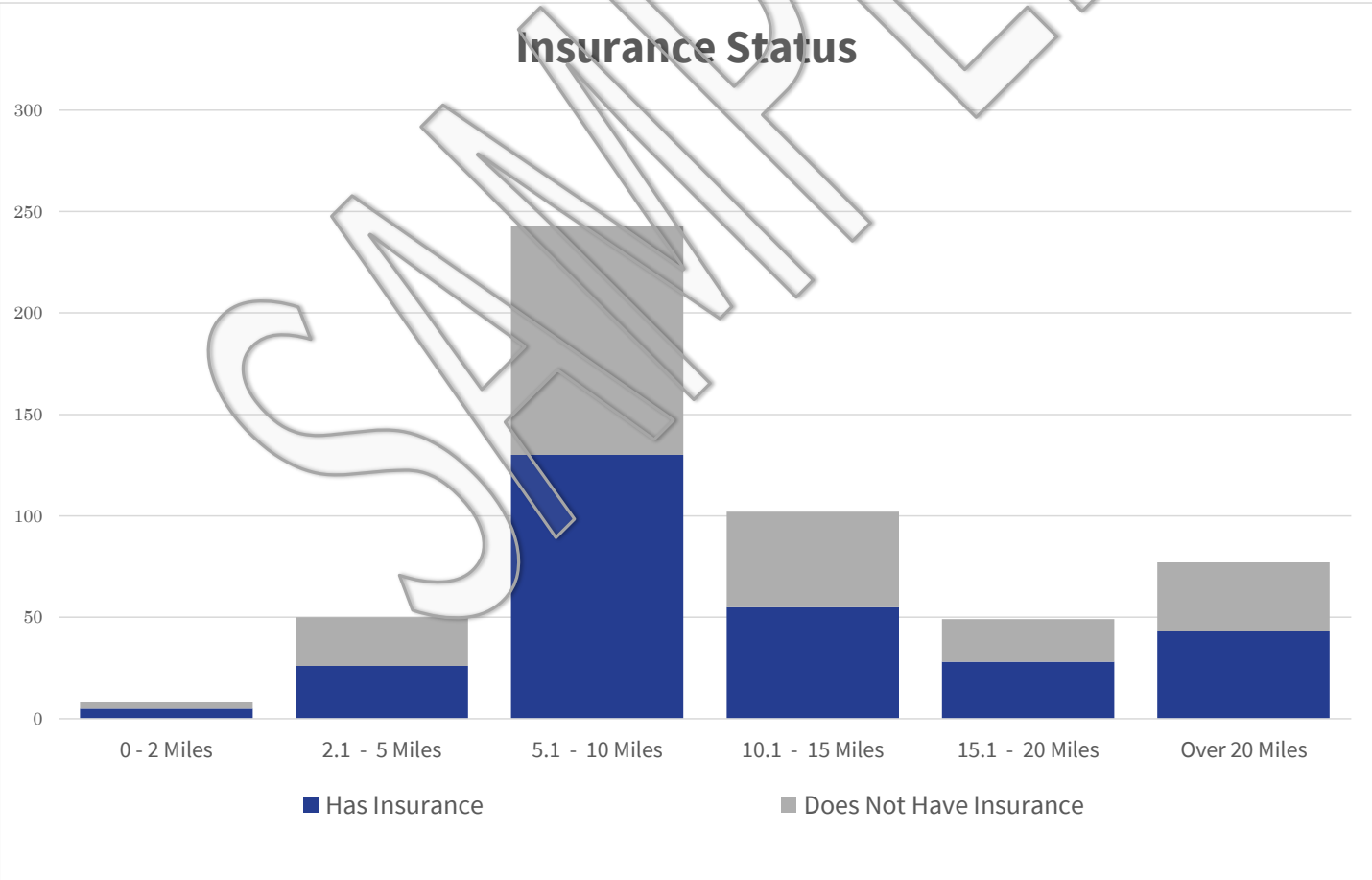
Insurance Status

Insurance Status	0 to 2 Miles	2.1 to 5 Miles	5.1 to 10 Miles	10.1 to 15 Miles	15.1 to 20 Miles	Over 20 Miles	Totals
Has Insurance	5	26	130	55	28	43	54.3%
Does Not Have Insurance	3	24	113	47	21	34	45.7%
TOTALS	8	50	243	102	49	77	529



SAMPLE

Map data provided by © Mapbox and © OpenStreetMap

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