

A Picture is Worth a Thousand Words: Using Graphs to Visualize Conversion Rates

By Amy Anderson, MBA

The savviest plastic surgeons track their conversion rate by procedure to monitor how effective the practice is at turning interested leads into booked surgeries.

Turning that data into graphs can illuminate changes in conversion rates over time.

THE CHALLENGE

One of our practices has diligently tracked conversions by procedure for several years—hooray! Approximately 18 months ago, we started to notice that the conversion rate for liposuction surgery was notably lower compared to other surgeries. Only about 55% of consultations for liposuction were resulting in surgery, while other procedures were converting 60–70% of the time.

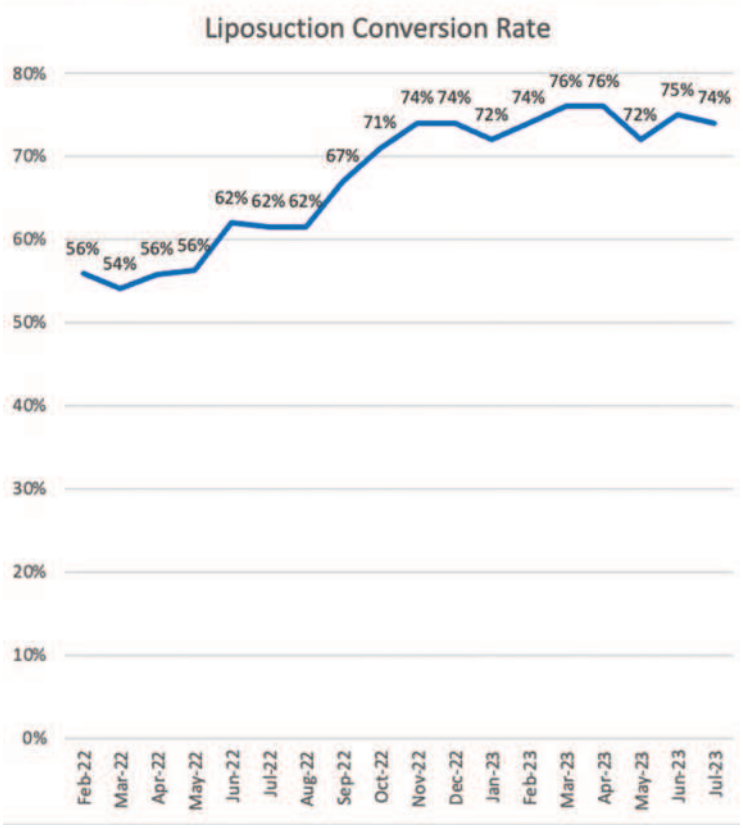
THE STRATEGIC SHIFT

The Patient Care Coordinator (PCC) and I reviewed her notes on all recent liposuction consultations and discovered that several patients seeking liposuction surgery were not candidates for body contouring surgery due to their BMI. Some were on a weight loss journey and others had not yet started.

We immediately implemented additional scripting to the initial phone call to delicately approach the conversation about height and weight in order to calculate BMI. If the BMI fell outside of the range for safe surgery, the PCC educated the patient on the criteria, helped them to determine their goal weight, and provided resources and support for their weight loss journey.

THE RESULTS

The pre-consultation phone call became an important filter, safeguarding the surgeon's schedule so that only patients who were candidates for surgery were scheduled for a consultation. By improving the quality of the consultations, the liposuction conversion rate increased. We created a simple line graph to visualize the conversion rate each month, illuminating the dramatic improvement as the conversion rate for liposuction climbed from 55% to over 75%.



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PUTTING IT INTO ACTION

1. Run a report from your practice management system on the number of consultations by procedure of interest and tabulate how many booked surgeries. Do this each month.
2. Calculate the conversion rate for each procedure. The formula is as follows: **Conversion Rate (%) = (Number of Booked Surgeries / Number of Consultations) x 100**
3. Organize your data in a table listing out the conversion rate for each procedure month-over-month.
4. Using spreadsheet software like Microsoft Excel or Google Sheets, create a line graph for each procedure. Update the table and the graph each month.
5. Make it a priority to review and discuss the graphs each month. Data is only valuable if you use it to inform your decision-making process. Look for trends, spikes, or declines in conversion rates. Use the information to determine what areas need more focus, and brainstorm on what changes need to be made.

And remember, every practice is unique. Tailored solutions that make sense for your practice and your clientele are the key to success. Get started today and let the numbers—and pictures—be your guide.

Amy Anderson, co-founder of BrinsonAnderson Consulting, Inc., is a seasoned healthcare business coach. With over two decades of experience working with plastic surgeons, Amy is an authority in practice operations and the development of efficient workflows. She has coached hundreds of surgeons, administrators, PCCs, and team members on building a strong office culture, improving revenue, and optimizing business management practices. Amy's approachable style and practical advice make her a favorite among surgeons and staff alike. Follow Amy on Instagram @amyandersonmba.