

KEY POINT INDICATORS

KNOW YOUR GOALS AND THE MILESTONES NEEDED TO ACHIEVE THEM

A Key Performance Indicator (KPI) or mini-goal is a measurable milestone that tracks progress toward achieving a larger objective. It breaks down complex goals into smaller, actionable steps, ensuring focus and providing a clear way to monitor success. Mini-goals are designed to be specific, time-bound, and achievable, helping to maintain momentum and identify areas for adjustment along the way.

- Customer satisfaction
- Customer lifetime value (CLV)
- Conversion rate (CVR)
- Return on ad spend (ROAS)
- Employee engagement
- Cost efficiency
- Quality assurance / control

CLINIC INFORMATION

TOP 5 CLINIC GOALS	CLINIC KPI PER GOAL
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

CLINIC DEPARTMENT TO EVALUATE	WHO'S RESPONSIBLE?	DIRECTLY ANSWERS TO?
1.		
2.		
3.		
4.		
5.		

DEPARTMENT INFORMATION

Your Department:

DEPARTMENT'S TOP 5 GOALS	KPI PER GOAL
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.