

FYDA STUDIO

Clinic Health Audit

Herengracht Aesthetics (sample) · Q2 2026

Prepared 1 September 2026 · illustrative example

THIS PERIOD'S ONE PRIORITY

Contact 11 lip-filler patients now 8-10 months overdue, together worth 3.140 €, before they book with a competitor.

At a glance

Active patients	Overdue patients	Recoverable value	Referral data missing
860	142	26.400 €	31%

Overdue patients, ranked by value

Patient ID	Treatment	Last visit	Overdue by	Est. value
P0417	Lip filler	2025-11-14	11 weeks	385 €
P0298	Botox, forehead and glabella	2025-12-02	6 weeks	310 €
P0552	Cheek filler	2025-10-28	9 weeks	520 €
P0631	Botox, full face	2025-11-19	5 weeks	340 €
P0089	Lip filler	2025-09-30	14 weeks	290 €

Per-practitioner performance

Practitioner	Revenue	Rev./hour	Rebooking rate	Note
Dr. A. Visser	48.200 €	165 €	81%	Highest revenue and chair utilisation (91%). Strong repeat-client base.
N. Bakker, RN	31.600 €	118 €	64%	Solid mid-range performance. Utilisation (73%) has room to grow.
Dr. T. Novak	16.900 €	94 €	52%	Newest practitioner (8 months). Lower utilisation is expected at this stage.

Referral sources

Source	% of new patients	Note
Instagram	38%	Largest single channel. Worth tracking rebooking rate specifically for this group.
Existing patient	24%	Strong word-of-mouth signal. A simple referral prompt post-treatment could grow this further.
Google search	19%	Consistent, moderate-value channel.
Walk-in	8%	Suggests good street visibility. Hard to scale further.
Not recorded	31%	The single largest data gap this quarter. Adding a required field at booking would close this.

Ready-to-send outreach messages

Insert the patient's real name and an appointment slot before sending. Patient IDs below map to your own records, not ours.

P0417

Hi [Name]! It's been a little while since your last lip appointment, most clients find results start to soften around now. Would you like your usual slot with Dr. Visser? I have Tuesday 2pm or Thursday 11am open this week.

P0298

Hi [Name], your forehead results are usually due for a refresh right about now. We've got a few slots opening up this week if you'd like to get back in.

P0552

Hi [Name]! Just checking in, it's been about 9 weeks since your last visit. Would you like us to book you in for a top-up?

Data quality notes

Referral source is missing for 31% of new patients. Recommend making this a mandatory field at booking.

Filler treatment area was specified for all records this period, good practice, keep this up for accurate overdue-interval scoring.

This is a sample report built from fictional data to illustrate the format. Real reports are generated from your own anonymized export.