

Profitable Hours

ADD-ON · SCHEDULE PROFITABILITY

A single-provider Florida practice · 1 May – 3 August 2026 · 2,283 attended visits across 67 clinic days

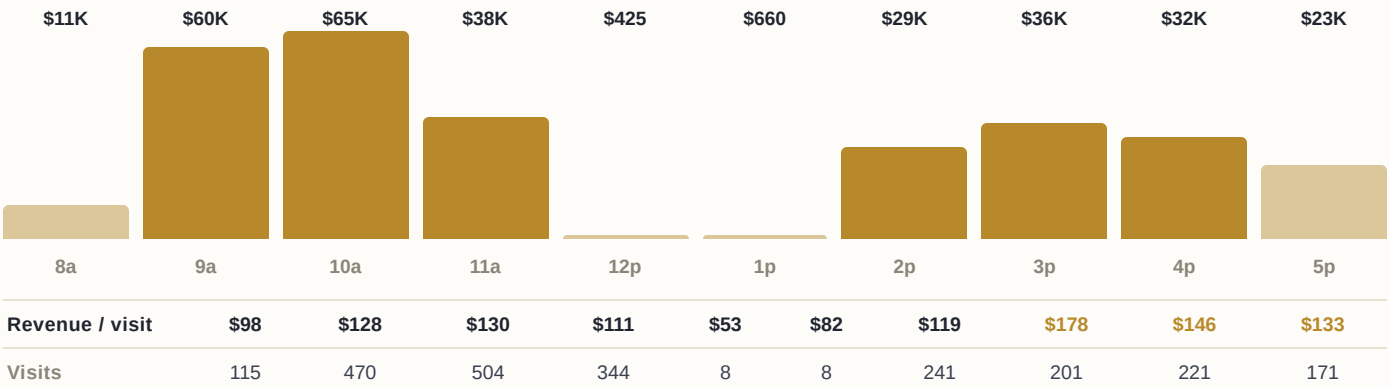
\$178

earned per visit at 3pm — against \$111 at 11am, in the emptiest hours of the day.

\$295.6K CHARGES BOOKED	2,283 ATTENDED VISITS	\$129 AVERAGE PER VISIT	\$4,412 AVERAGE PER CLINIC DAY	10.4% CANCEL / NO-SHOW
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The pattern in one line. Mornings fill the schedule; afternoons pay for it. The 8–11am block brings 59% of charges on traffic alone, while the 3–5pm hours earn the most per patient and sit the least full. **The most valuable slots in the week are the emptiest ones** — which makes this a scheduling decision, not a marketing one.

WHEN THE MONEY COMES IN — CHARGES BY HOUR



The midday gap is the lunch break. Note the shape: **charges peak at 10am, but revenue per visit peaks at 3pm** — and 3pm books fewer than half the visits 10am does.

WHAT DRIVES THE DOLLARS

Visit type	Charges	Per visit
Wellness	\$91,230	\$83
Chiro Tx + Therapy	\$75,815	\$148
New Patient	\$45,567	\$490
PIP + Rehab	\$26,641	\$210
Re-Examination	\$17,942	\$268
Report of Finding	\$13,185	—

TOP 5 FINDINGS — AND WHAT TO DO ABOUT EACH

1 Mornings are the volume engine; afternoons are the margin engine

The **8–11am block brings 59% of all charges** on sheer traffic, and 10am is the busiest hour of the week. But **3–5pm earns the most per visit** — \$178 at 3pm against \$111 at 11am.

→ **Stop judging the schedule by how full it looks. Volume and value peak at different hours.**

2 The most valuable chairs are the emptiest ones

Monday and Wednesday late afternoons run only **three to four patients an hour**. 3pm books 201 visits against 10am's 504 — at **37% more revenue per visit**.

→ **Steer new-patient exams, re-exams and PIP/rehab into the 3–5pm window. It lifts revenue with no added hours and no added staff.**

3 Visit mix moves the number far more than visit count

New Patient exams earn **\$490** a visit and Re-Examinations **\$268**, against **\$83** for Wellness — a six-fold spread. Wellness carries the most total charges (\$91,230) purely on volume.

→ **Protect and prioritise the high-value visit types when the diary gets tight. Not all filled chairs are equal.**

4 The 9–11am engine must never bottleneck

It is the densest, highest-revenue block in the week — **470 visits at 9am and 504 at 10am**. Any staffing or room constraint here costs more than anywhere else on the schedule.

→ **Staff and room capacity should be sized to the 9–11am peak, not to the daily average.**

5 A 10.4% cancel and no-show rate is 265 visits of empty chair

At **\$129 average per visit** that is recoverable chair time, and 8am and 5pm are the thinnest slots — \$11K and \$23K in charges against \$60–65K at peak.

→ **Tighten the cancellation policy and reconsider whether the fringe hours earn their staffing.**

WHERE TO START — IN ORDER

1. **Book high-value visits into 3–5pm.** The clearest lift available without extending hours or adding staff.
2. **Protect the 9–11am block.** Never let staffing or rooms bottleneck the densest revenue hours in the week.
3. **Tighten cancellations.** 265 visits at \$129 average is the single largest block of recoverable time.
4. **Review the fringe hours.** 8am and 5pm carry the least — decide whether they earn their staffing.

The opportunity. Afternoon slots earn the most per chair but sit half-empty — Monday and Wednesday late afternoons run only three to four patients an hour. Steering new-patient exams (**\$490**), re-examinations (**\$268**) and PIP/rehab (**\$210**) into the 3–5pm window lifts revenue with **no added hours and no added staff**. This is the rare finding that costs nothing to act on.

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Real analysis from a live pilot engagement, published with the practice's written permission. No patient-level information appears. Built from 2,283 attended appointments, 1 May – 3 August 2026, aggregated to the hour; 77 untimed entries and \$0 cancelled/no-show visits are excluded from the hourly view. Figures are booked charges (production). Figures are unaudited. Not billing, legal or compliance advice.