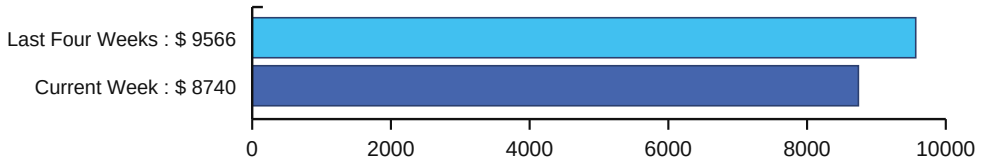
Ocean Reef Medical Center.

Mon, 16 Nov 2026 – Sun, 22 Nov 2026

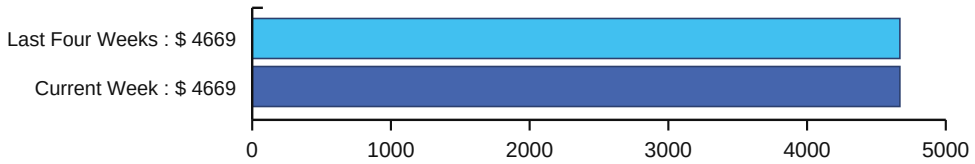
Booking Percentage	100.00%
Per Patient Average	$ 111.62
New Patients	7
Total Wages	$ 4669.04
Wage Ratio	16.03%
Online Appointments	107
Online Appointments Percentage	41.00%
Online Appointments Savings	$ 1914.13
Nurse Ratio	1

Utilization	34.80%
Total Fees	$ 29133
Management Fees	$ 8739.79
Operating Expense	$ 13346
Gross Profit	$ -4606.53
Other Income	$ 2750
Net Income	$ -1856.51
Net Profit Margin	-6.37%

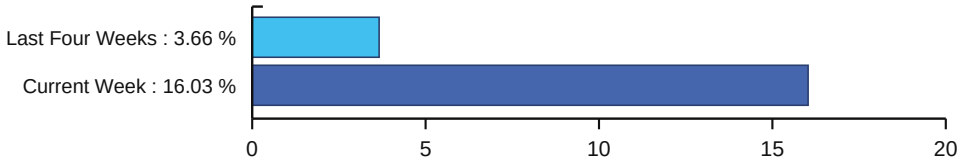
Management Fees



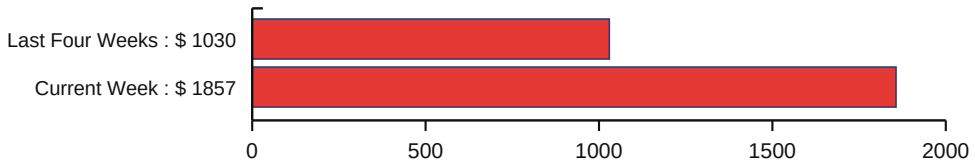
Total Wage



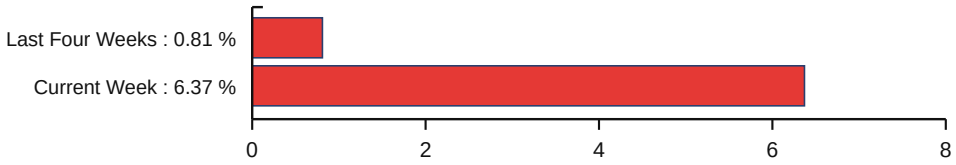
Wage Percentage



Net Profit



Net Profit Margin



Appointment Details

Doctor Name	Booked	Completed	DNA	Free Appts.	Book. %
Gisela Boston	29	29	0	23	100.00%
Karen Graindorge	54	55	0	0	101.85%
Sahi Foroughialdavod	13	13	0	4	100.00%
Sam Maurice Masoud	66	66	0	18	100.00%
Wei Jek Keng	99	98	1	9	98.99%
TOTAL	**261**	**261**	**1**	**54**	**100.00%**

Allied Appointment Details

Health Care Team	Booked	Completed	DNA	Free Appts.	Book. %
Z Treatment Room	59	0	59	90	0.00%
ZZ Health Assessments	0	0	0	19	0.00%
TOTAL	**59**	**0**	**59**	**109**	**0.00%**

Billing Summary

Doctor Name	P.P.A	Fees
Gisela Boston	$ 134.46	$ 3899
Karen Graindorge	$ 119.66	$ 6581
Sahi Foroughialdavod	$ 131.57	$ 1710
Sam Maurice Masoud	$ 104.43	$ 6893
Wei Jek Keng	$ 102.54	$ 10049
TOTAL	**$ 111.62**	**$ 29133**

Allied Billing Details

Health Care Team	P.P.A	Fees
Z Treatment Room	$ 0.00	$ 0
ZZ Health Assessments	$ 0.00	$ 0
TOTAL	**$ 0.00**	**$ 0**

Predictor - Week One (23-11-2026 To 29-11-2026)

Doctor Name	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	PPA	P.E.
Gisela Boston	15	19	0	0	18	0	0	52	$ 115.18	$ 6537.10
Karen Graindorge	0	0	0	0	0	0	0	0	$ 0.00	$ 0.00
Sahi Foroughialdavod	0	0	0	0	17	0	0	17	$ 37.06	$ 2544.66
Sam Maurice Masoud	0	27	13	0	23	21	0	84	$ 103.04	$ 8756.95
Wei Jek Keng	26	25	11	20	26	0	0	108	$ 97.66	$ 10517.39
TOTAL	**41**	**71**	**24**	**20**	**84**	**21**	**0**	**261**	**$ 124.08**	**$ 29636.72**

Allied Predictor - Week One (23-11-2026 To 29-11-2026)

Health Care Team	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	PPA	P.E.
Z Treatment Room	30	30	30	30	29	0	0	149	$ 0.00	$ 0.00
ZZ Health Assessments	0	0	0	0	19	0	0	19	$ 0.00	$ 0.00
TOTAL	**30**	**30**	**30**	**30**	**48**	**0**	**0**	**168**	**$ 0.00**	**$ 0.00**

Predictor - Week Two (30-11-2026 To 06-12-2026)

Doctor Name	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	PPA	P.E.
Gisela Boston	15	19	0	0	18	0	0	52	$ 151.52	$ 6537.10
Karen Graindorge	0	0	0	0	0	0	0	0	$ 0.00	$ 0.00
Sahi Foroughialdavod	0	0	0	0	17	0	0	17	$ 128.01	$ 2544.66
Sam Maurice Masoud	0	27	13	0	23	21	0	84	$ 81.80	$ 8756.95
Wei Jek Keng	26	25	11	20	26	0	0	108	$ 85.25	$ 10517.39
TOTAL	**41**	**71**	**24**	**20**	**84**	**21**	**0**	**261**	**$ 133.18**	**$ 29636.72**

Allied Predictor - Week Two (30-11-2026 To 06-12-2026)

Health Care Team	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	PPA	P.E.
Z Treatment Room	30	30	30	30	29	0	0	149	$ 0.00	$ 0.00
ZZ Health Assessments	0	0	0	0	19	0	0	19	$ 0.00	$ 0.00
TOTAL	**30**	**30**	**30**	**30**	**48**	**0**	**0**	**168**	**$ 0.00**	**$ 0.00**

Wage Report

Health Care Team	Role	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Wages
Sherryl Howie	Nurse	09:00	00:00	09:00	00:00	09:00	00:00	00:00	27:00	$ 953.37
Denise Croeser	Nurse	00:00	09:00	00:00	09:00	09:00	00:00	00:00	27:00	$ 1126.71
Sue Crabbe	Staff	07:00	04:15	00:00	07:15	00:00	00:00	00:00	18:30	$ 559.80
Wendy Mcvicars	Staff	05:15	07:00	05:15	00:00	07:15	00:00	00:00	24:45	$ 747.93
Sharee Clifton	Staff	00:00	00:00	08:15	08:15	10:15	00:00	00:00	26:45	$ 809.11
Silvia Casadio	Staff	05:45	05:45	06:00	00:00	00:00	00:00	00:00	17:30	$ 472.12
TOTAL		**27:00**	**26:00**	**28:30**	**24:30**	**35:30**	**00:00**	**00:00**	**141:30**	**$ 4669.04**

Role	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total	Wages
Nurse Total	09:00	09:00	09:00	09:00	18:00	00:00	00:00	54:00	$ 2080.08
Staff Total	18:00	17:00	19:30	15:30	17:30	00:00	00:00	87:30	$ 2588.96
TOTAL	**27:00**	**26:00**	**28:30**	**24:30**	**35:30**	**00:00**	**00:00**	**141:30**	**$ 4669.04**

Roster - Week One (16-11-2026 To 22-11-2026)

Name	Role	Mon		Tue		Wed		Thu		Fri		Sat		Sun	
		Start	End	Start	End	Start	End	Start	End	Start	End	Start	End	Start	End
Sherryl Howie	Nurse	08:00	17:00			08:00	17:00			08:00	17:00				
Denise Croeser	Nurse			08:00	17:00			08:00	17:00	08:00	17:00				
Sue Crabbe	Staff	08:00	15:00	14:00	18:15			07:45	15:00						
Wendy Mcvicars	Staff	14:00	19:15	08:00	15:00	14:00	19:15			07:45	15:00				
Sharee Clifton	Staff					07:45	16:00	09:00	17:15	08:00	18:15				
Silvia Casadio	Staff	07:45	13:30	07:45	13:30	08:00	14:00								
TOTAL		**27:00**		**26:00**		**28:30**		**24:30**		**35:30**		**00:00**		**00:00**	

Roster - Week Two (23-11-2026 To 29-11-2026)

Name	Role	Mon		Tue		Wed		Thu		Fri		Sat		Sun	
		Start	End	Start	End	Start	End	Start	End	Start	End	Start	End	Start	End
Sherryl Howie	Nurse	08:00	17:00			08:00	17:00			08:00	17:00				
Denise Croeser	Nurse			08:00	17:00			08:00	17:00	08:00	17:00				
Sue Crabbe	Staff	08:00	15:00	14:00	18:15			07:45	15:00						
Wendy Mcvicars	Staff	14:00	19:15	08:00	15:00	14:00	19:15			07:45	15:00				
Sharee Clifton	Staff					07:45	16:00	09:00	17:15	08:00	18:15				
Silvia Casadio	Staff	07:45	13:30	07:45	13:30	08:00	14:00								
TOTAL		**27:00**		**26:00**		**28:30**		**24:30**		**35:30**		**00:00**		**00:00**	

Staff Report - Works

Staff Name	Appt./Hr	Mon		Tue		Wed		Thu		Fri		Sat		Sun		Total	
		Apt.	Hrs	Apt.	Hrs	Apt.	Hrs	Apt.	Hrs	Apt.	Hrs	Apt.	Hrs	Apt.	Hrs	Apt.	Hrs
Z Treatment Room	0	0	00:00	20	00:00	11	00:00	14	00:00	14	00:00	0	00:00	0	00:00	59	00:00
ZZ Health Assessments	0	0	00:00	0	00:00	0	00:00	0	00:00	0	00:00	0	00:00	0	00:00	0	00:00
Gisela Boston	0	11	00:00	18	00:00	0	00:00	0	00:00	0	00:00	0	00:00	0	00:00	29	00:00
Karen Graindorge	0	15	00:00	6	00:00	21	00:00	12	00:00	0	00:00	0	00:00	0	00:00	54	00:00
Sahi Foroughialdavod	0	0	00:00	0	00:00	0	00:00	0	00:00	13	00:00	0	00:00	0	00:00	13	00:00
Sam Maurice Masoud	0	0	00:00	28	00:00	14	00:00	0	00:00	24	00:00	0	00:00	0	00:00	66	00:00
Wei Jek Keng	0	24	00:00	25	00:00	1	00:00	26	00:00	23	00:00	0	00:00	0	00:00	99	00:00
TOTAL	**0**	**50**	**00:00**	**97**	**00:00**	**47**	**00:00**	**52**	**00:00**	**74**	**00:00**	**0**	**00:00**	**0**	**00:00**	**320**	**00:00**

Nurse Report

Staff Name	Mon		Tue		Wed		Thu		Fri		Sat		Sun		Total		Booking %
	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	Bkd.	Fre.	
Z Treatment Room	0	30	20	10	11	19	14	16	14	15	0	0	0	0	59	90	39.60%
ZZ Health Assessments	0	0	0	0	0	0	0	0	0	19	0	0	0	0	0	19	0.00%
Gisela Boston	11	4	18	1	0	0	0	0	0	18	0	0	0	0	29	23	55.77%
Karen Graindorge	15	0	6	0	21	0	12	0	0	0	0	0	0	0	54	0	100.00%
Sahi Foroughialdavod	0	0	0	0	0	0	0	0	13	4	0	0	0	0	13	4	76.47%
Sam Maurice Masoud	0	0	28	0	14	0	0	0	24	0	0	21	0	0	66	21	75.86%
Wei Jek Keng	24	2	25	0	1	10	26	0	23	3	0	0	0	0	99	15	86.84%
TOTAL	**50**	**36**	**97**	**11**	**47**	**29**	**52**	**16**	**74**	**59**	**0**	**21**	**0**	**0**	**320**	**172**	**65.04%**

Nurse Ratio	Doctor Hours	Nurse Hours
1	120:25	54:00

Profitability Analysis

Based on the provided data, here are the top five actions to improve profitability, each with a brief explanation:

1. **Boost Allied Health Utilization**

- The allied health services (Z Treatment Room and ZZ Health Assessments) have 0% booking and $0 income, despite significant available slots. This is a major lost revenue opportunity. Strategies to improve could include targeted marketing, referral incentives from doctors, or introducing new services better aligned with patient demand.

2. **Increase Overall Appointment Utilization**

- The overall utilization percentage is only 34.8%, and the booking percentage across all staff is about 65%. There are 172 unbooked appointment slots. Improving utilization—through better scheduling, recall systems, online booking optimization, or community outreach—will directly raise total billings without increasing fixed costs.

3. **Review and Reduce Management Fees**

- Management fees are very high ($8,739.79 this period, ~$9,566 over four weeks), which significantly eats into profitability. Renegotiating management contracts, outsourcing some management functions, or automating admin tasks could reduce this overhead.

4. **Enhance Fee Per Patient and New Patient Acquisition**

- The average fee per patient is $111.62 and only 7 new patients were acquired. There is room to increase both. Consider reviewing pricing, introducing higher-value services, and implementing new patient marketing campaigns. Upselling preventive or chronic care management to existing patients can also help.

5. **Optimize Wage and Staffing Efficiency**

- Wage costs ($4,669.04) are reasonable relative to revenue, but with low utilization, staff are underused. Adjusting rosters to match demand, cross-training staff for multiple roles, or implementing flexible scheduling will help keep wage ratios aligned with actual activity levels, especially as bookings grow.

Summary:

The largest opportunities are in activating the underused allied health services, maximizing use of available appointment slots, reducing excessive management fees, increasing income per patient and attracting more new patients, and aligning staffing costs to service demand. Focusing on these areas will most efficiently close the profitability gap.