## Introduction to Profitability Signals

Today we're talking about the hidden levers of profitability, specifically five operational signals that most practices miss, why they're so easy to overlook, and why the matter far more than simply seeing more patients.

One of the biggest misconceptions in medical practice management is that profitability is primarily a financial issue. That if revenue is lagging, the solution must live in payer mix, fee schedules, or adding volume.

But in reality, profitability, is an operational outcome. The financial statements are simply reporting what operations have already decided. Most practices look at their income statement.

Fewer understand the behaviors and systems underneath it. And that's where these lovers live. Welcome to Medical Money Matters, the podcast where you can find experts, answers, and resources so that you achieve mastery over the financial and business aspects of your practice.