

Practice Building Service for Prima Members

What is Prima Metrics?

Prima Metrics is a management performance system that evaluates your practice production data and allows you to better understand your business strengths and weaknesses.

Powered by the EDGE, Prima Metrics offers two comprehensive practice productivity and overhead analysis programs, designed especially for private practice ODs.



The Profit Center analyzes the Hayes 7 Key Expense Areas associated with both the clinical and optical sides of your practice.



The Benchmark Center provides highly detailed information associated with practice revenue and the cost of running your business. It works seamlessly in conjunction with OfficeMate, COMPULINK and RevolutionEHR programs.

What does Prima Metrics do?

Prima Metrics gives you the ability to measure the profitability of vision care plans, doctor productivity, staff productivity and product sales with ease. All with the goal of increasing practice productivity and profitability.

How does Prima Metrics work?

Prima Metrics is a software program that converts your practice production data into a series of simple to understand gauges like the dashboard in your car.

One click of a button lets you know where to focus and why. Behind the scenes, practice management specialists are standing by to guide you through the steps of implementing new profit enhancing strategies.

What is included with Prima Metrics?

Prima Metrics is a web-based data reporting system that includes: live business webinars, ongoing maintenance and upgrades, unlimited electronic support plus access to the Prima Metrics users group.

How much does Prima Metrics cost?

The Profit Center is FREE to Prima members for your first location and only \$10.95 per month for additional locations.

The Benchmark Center is also included with membership. There is a one time set up fee of just \$295 with no monthly charges for your first office location, and only \$55 per month for additional office locations.

*Vendor co-op funds are available to offset this fee.