

Pricing & Packaging – 2016 Survey Results

We don't offer packages & reasons why:

Of 33 respondents, almost 40% responded that they did not offer packages. Some comments were as follows:

- We do not feel that medicine or therapy should be packaged like BOGO shoes on sale or 'get your tenth sandwich free'. We are medical professionals and we work hard to earn and keep our clients respect and do so with integrity
- For rehab I usually don't sell pre-paid packages. I used to, but my experience is that owners often feels they're finished with the rehab when they've used all their prepaid sessions. It also makes it easier to adjust the treatment as I go.
- I don't like packaging UWTM as I don't know how many sessions will be needed.
- No packaging. I feel my prices are competitive as they are. Packaging feels tacky to me. I don't think most professional human health care providers do that, do they?
- They do not have packages at this point. They did about a year ago or more, but it was a bit tedious to keep track of.

Within this category of non-packagers, there was a sub-category of those that provide discounts in certain instances or at certain intervals.

- For rehab patients I give 50% off on the 5th, and the 10th for free, even if I don't sell the sessions as a prepaid package.
- I just give half price session after every 5.
- I do a 5% discount for multi-pets if seen at the same visit.
- I give a 10% discount for all dogs in a rescue as well as for our service/ working dogs. 10% discount for multiple dog " families" where 2 or more dogs need treatment.
- Maintenance dogs get one free recheck annually.

Packaging & details about packages

60% of the 33 respondents offered packages

- All packages are 10% off with group of 6 (Helps with cash flow)
- As all services are of equal value we can provide a ticket for 5 treatments at a discount of about 15% if paid up front.
- I see quite a lot of working dogs and some arthritic dogs for maintenance/injury prevention, and for those to get a discount they need to pay for 5 or 10 sessions at a time (5 sessions = 50% off on one session, & 10 sessions = 1.5 sessions for free).
- Buy 10 UWT get 1 free.
- We package UWTM therapies packages of 6 or 10 each with a discount. We also package UWTM plus modality (laser or u/s, etc.) 6 and 10. We also offer post op packages for 8 weeks of services) - then the will often move into more UWTM packages.

- Packages include grouped single services (UWT x 6 is 8% discount, x 10 is 12% discount, same for laser packages), also group UWT + 30 minutes of rehab service (which includes manual therapy, and or laser and or physiotherapy and or therapeutic exercise with the same discounts as individual packages).
- I package everything into bundles of 6 and 12 days. There is a 30% discount with the 12-day package. The pet stays a full day and thus is counted as one session.
- I do offer a package of 6 follow up sessions that give a 10% discount.
- Packages (10 visits-5 % discount)
- Packages of 3 or 10 for cold laser, UWTM, Rehab.
- Packages are 7.5% discount for pack of 5 rehab sessions or 15% off pack of 10 (probably need to reduce 15% to closer to 10%-12%)
- For a package price. If you pre \-purchase the package the price of each session is \$5 cheaper than if you paid individually for each session. This is the only package offered.
- We offer packages for lasers (group of 6), land/gym sessions (3 or 6), UWT sessions (6 or 10), and mixed or combo rehab sessions (3 land + 3 water). Packages take 10% off the single prices, and are paid up front.
- We offer package deals for 6, 10, or 15 treatments at a 10, 12, and 15% discount respectively.
- We discount 5% for a 6 session package and 10% for a 12 session package.
- We sell clients sets of laser treatments with a tapering schedule.
- If owners buy a package of 6 get a 5% discount, 10 package 7% discount.
- If someone requests a package and wants to pay for 5-10 sessions in advance they get 10% discount.
- I have a "post-op" package for in house ACL repairs which covers approx. 4 visits over the 8 weeks post surgery. Most people use all 4 but can come more often at my discretion - it promotes much better post-op compliance and they often are happy to continue and pay for several more visits after that.
- I do not package rehab visits, but I do package fitness/wt. loss (UWTM) visits ...buy 9 get 10th free

Initial Assessment times & pricing

- The majority of respondents reported offering a 1-hour initial assessment, with a few people citing assessments of 1 ½ hour and one person that reported a 2-hour assessment.
- The IA prices tended to be either equal to the 1-hour follow-up charge or 3 x the follow-up charge.
- On person reported their IA price to be lower in order to get clients in the door.
- The average IA price was 1.7 x follow-up cost, with the greatest respondents reporting 1.5 or 2 x and increase between the two prices.

Follow-up Appointment times

It seemed that a fair number of folks offered a combo of rehab and UWT as their standard 'follow up' appointment, which necessitated a longer follow-up time. This would have to imply that their caseload is such that UWT would be necessary (i.e. post-operative or neurologic).

- Most people are offering 30-minute appointments for follow up.
- However an equal amount of people are offering either a 45-minute or 1-hour follow up appointment
- There seemed to be a wide variety in what people valued more (as reflected by price) - i.e. *laser + UWT* versus *laser + manual therapy* versus *anything that required a trained staff member*. And of course, the question was not asked as to who was doing the therapy (which could affect the pricing or mind-set of an employer who is making pricing decisions).
- Most people charged by time
- Very few charged by modality / service, with the exception of UWT that did seem to be divided out most often if not part of the standard 'follow-up'.

Other services

- Nail trims
- Acupuncture or Dry needling
- Drop-off / Day-stay
- Equipment rentals
- Weight loss
- Herbal medicine

Other considerations

- Two respondents noted that they lived in rural low socioeconomic areas, and as such their pricing was less than what others noted. They tended to stick with a flat rate regardless of time spent, and did not charge a mileage fee for their mobile practices
- Three others noted that they did charge mileage, 1) if travel is more than 30 miles, 2) added \$20 for travel within their city, and 3) charged 50% higher for home visits than clinic visits.
- One person commented that she made sure that her pricing was visible on her website and brochures. She felt it was helpful for those that might be afraid to call and ask.
- One person noted that at the clinic she was at, they had begun to do overlapping appointments with 2 techs and an assistant. She said that at time it works, but the scheduling remains a headache. She further commented that since starting this new scheduling, they are not retaining the patients as they did prior to this implementation.

And what about The Canine Fitness Centre?

We don't package our rehab / physio appointments.

Why?

- We pay our therapists commission and it doesn't really feel right to decrease that on a regular basis for them.
- In physio (and I believe in Vet Medicine in this province), it's considered unprofessional to discount a professional service, and our regulators would reprimand us. So essentially, I have been trained to believe it's unprofessional.
 - You CAN offer a free consult.
 - You CAN offer something as a bonus (item, service, etc.)

UWT packaging

- We have offered a limited time available (and useable) pre-paid package for underwater treadmill this summer.
 - However, most of the people that bought it were regulars anyways, who would have come weekly anyways!
- We are considering doing an UWT pass... but I'd only offer a 5% discount for a 5-session pass.

Pricing:

- Our initial assessment is 3x the cost of a regular rehab session
- Our rehab sessions tend to be 30 minutes
- We book UWT separately and it's run by our rehab aids that are trained 'in house'.
- Our rehab sessions include manual therapies, modalities, exercise, and/or education as required and determined by the therapist.

Other services:

- We also have a laser and e-stim that we can rent out.
- We have a training space that is rented out for classes, seminars, etc.
- We started offering some online education last year (Massage 101)

So hopefully this helps you in deciding what might work for you in your practice.

Cheers to your success!

Laurie