



Greetings!

As you know, there is a very important balance between what the clients' value perception is of your services and what you can charge for your services. The difference between these two is what yields your revenue.

There are many areas of your practice that can positively impact revenue, in particular your fee schedule. If your fees are too high you're going to have fewer transactions. While you may have so many transactions because you're not priced high enough.

This is where the fee schedule and protocols come in to play because they can have a significant impact on practice revenue.

Does your fee list represent the best fees you can charge while maintaining client compliance?

Owner Consenting
to a Service

Amount to Charge
for a Service



Your Fee Schedule is One of 4 Core Elements that will Make Your Practice Successful

Why Selective Fee Adjustments Are Important

Sometimes the advice given to practice owners is to increase fees across the board by 5%. This does not make sense for a few reasons.

1. First of all, the original price list you are working off of could be skewed and there could be some fees that aren't priced well and others that are.

2. Also, do you have consistent logic throughout your price list?

3. There are different rules that apply to frequently performed services, price shopped services, and medically necessary services.

You can't just apply a 5% increase across the board when you have so many variables to consider.

Let AVCSuccess Conduct a Fee Review for Your Practice

AVCSuccess is offering an Exploratory Analysis for \$275

- Review of select Reports
- Identify Points for Practice Enhancements

Call (214) 250-6605

team@avcsuccess.com

Advisors for Veterinary Clinic Success

AVCSuccess is making dramatic changes in veterinary practices across the country. Will your practice be one of them?



Call Today To Schedule A Free Consultation for Your Practice
(214) 250-6605