

Record one local offer

Make one copy for each offer. Keep regular, introductory and member offers separate.

Practice / branch / neighborhood

Direct source URL and date checked

Named product and billing basis (unit, area, visit or package)

Posted amount, including starting-price or range wording

Eligibility, minimum purchase and expiration

Membership: fee or banked credit? Commitment and included benefits

What the appointment includes; what costs extra

Repeat-visit price; unresolved question or access limitation

Use public information. Leave unknown details blank. Do not turn an unreadable menu, a deposit or a crossed-out reference price into a confirmed treatment quote.

Choose and test your price

Use your actual costs. Competitor prices provide context; they do not establish your margin.

Our defined service / product / included follow-up

Relevant competitors and comparable offers

Our proposed collected appointment price and planned completed visits

Price calculation

Collected appointment price	\$	
Variable costs, including payment fees	\$	
Contribution per appointment (price minus variable costs)	\$	
Monthly fixed costs assigned to this service	\$	
Completed visits in a slower month		
Slower-month result (visits x contribution minus fixed costs)	\$	

Decision and follow-through

Why patients would choose this offer; what staff must explain

Decision owner / next review date / what result would trigger a change

Run the numbers:

NuWaysMD.com/pro/service-pricing-calculator/
