



THE PROFIT DRIVERS

The Profit Drivers

Module: Unlocking Profit Potential – Profit Drivers

Driver 1: Charge What You're Worth – Increase Your Fees

Let me tell you a story. The first time I increased my fees, I felt sick. Even though I had just finished a bunch of post-grad training and was teaching other physios, I was still terrified. I'd sit in my office with my fingers in my ears, bracing for the inevitable collapse of my patient base. But guess what happened? My diary stayed full, my waiting list grew, and I had more money in the bank.

Here's the thing—when you value yourself more, your patients value you more. In 24 years as a physio, fewer than 10 patients have ever questioned my fees. Here's how you can do it too:

When to Increase Your Fees:

- If your diary is consistently 80-90% booked or you have a waiting list.
- At least once per year (I recommend twice max, but you should increase annually without fail).

Strategies to Raise Fees:

1. Start of the Year Increase: Simply update your signage, website, and patient communication. Add a note: "Fees will increase as of [Date]." Have a script prepared for the handful of people who might mention it.
2. Pre-Communicated Increase: Inform patients a month in advance through email, social media, and even during appointment confirmations. Explain why fees are increasing (e.g., increased costs, advanced training, better equipment) and give them time to adjust.

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Key Steps Before You Increase Fees:

- Research the Competition: Where do you sit compared to other clinics in your area? Are you delivering a 9/10 experience, or are you competing on price like a bargain clinic?
- Review Your Costs: How much have rent, utilities, and supplies increased? If your costs go up 10% and you don't raise your fees, you're losing money.
- Communicate the Value: Tell your patients exactly what they're getting with the fee increase—improved outcomes, better equipment, more expertise. Frame it as a positive change.

Bonus Tip: Incentivize Your Patients

Want to soften the impact? Offer a small incentive, like a free spiky ball or a 10-session pack at the old price. This can generate a spike in revenue and help maintain patient loyalty during the transition.

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Profit Driver 2: Sell More Products to Enhance Recovery

One time, my uncle needed tape for his heel pain, and instead of selling him the tape in the clinic, my physio sent him to the pharmacy to buy it cheaper. It took him two trips and 40 minutes to get the right tape—when I could have just sold it to him for a few extra dollars and saved him the hassle.

Sell products that enhance patient outcomes:

- Foam rollers, bands, spiky balls, tape—anything that helps them with their rehab.
- Price them with a 50% markup over wholesale.

You're not overcharging—you're offering convenience and faster recovery. Your patients will appreciate it, and you'll see an increase in both revenue and patient satisfaction.

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Profit Driver 3: Optimize Your Appointment Times

This one was a game-changer for my clinic. We used to have 45-minute sessions, but we cut 5 minutes from each appointment. That gave us an extra appointment per day, per treatment room.

Here's what happened:

- We added \$560 per day across 4 treatment rooms.
- That's an extra \$1600 per week or \$83,000 per year.

Did anyone complain about the missing 5 minutes?

Nope. Within two weeks, no one noticed. If you cut 5 minutes per session and increase your fees by \$15, you could add \$160,000-220,000 to your annual revenue.

This is a small, simple change with huge impact. And the best part? You're not working any harder.

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Profit Driver 4: Increase Recommendations in Your Treatment Plan

Now that you've implemented your gold standard treatment systems, you should be confidently recommending full treatment plans for your patients.

Pre-book their sessions early. Not only does this improve patient outcomes, but it also ensures your diary stays full and helps your clinic grow faster. Patients who book their entire plan are more likely to complete it, meaning they get better results—and become your biggest advocates.

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Profit Driver 5: Offer Treatment Packages

Offering treatment packages is a great way to lock in patient loyalty and boost revenue.

For example:

- Offer a 10-pack of sessions at a slight discount.
- Patients are more likely to commit to their rehab when they've prepaid, and your clinic gets an immediate bump in revenue.

Profit Driver 6: Offer Additional Services

One of the biggest issues in physio is patient compliance with their exercise programs. People mean well, but let's face it—many don't follow through.

A great solution? Studio rehab classes. These are structured sessions led by a Pilates instructor or physio, where patients can complete their rehab exercises in a supervised, social setting. This not only helps them stick to their plan, but it's a new revenue stream for your clinic.

Another idea? Programs like GLAD OA for hip and knee rehab. It's a fantastic way to get your junior physios running group sessions, creating a friendly environment that boosts patient outcomes and retention.

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Profit Driver 7: Maximize Your Clinic Space

Take a look around your clinic. Are there ways to reconfigure your space to create additional treatment rooms? Could you extend your hours from 7-8pm, or even add weekend shifts?

You could also introduce a rehab-only physio who works in a separate rehab area, freeing up your treatment rooms for more appointments. These small changes can have a significant impact on your clinic's capacity and revenue.

Profit Driver 8: Reduce Cancellations and DNAs

Every no-show or late cancellation is lost revenue. But by simply improving your reminder system, you can cut these down significantly.

- Set up text and email reminders 24 hours before appointments.
- If a patient cancels late, send an immediate follow-up with an opportunity to reschedule.

Keeping your patients accountable means fewer gaps in your diary and more consistent revenue.

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Final Thoughts: Profitability Is About Working Smarter, Not Harder

Pulling these profit drivers doesn't require more hours or more stress—it's about making small, strategic tweaks that improve your clinic's profitability while still delivering incredible value to your patients.

Start with the driver that makes the most sense for your clinic right now. Whether it's increasing fees, optimizing your appointments, or offering new services, these adjustments will set you on the path to long-term, sustainable profit growth.

And remember, if you're not sure which driver to start with or need help implementing any of these strategies, book a call with me.

Let's work together to unlock the full profit potential of your clinic.

Tracking Your Results

Track your revenue before and after implementing these profit drivers.

- Write down your current monthly revenue: \$_____.
- Track your revenue after 1 month of applying these changes: \$_____.

Post in the group with the heading WIN. Give everyone some inspiration that they can do it as well.