

ASK THE PRACTICE ADVISOR

Package Deals and Discounts

Question:

I would like to offer my regular clients package deals for Physiotherapy services. If a client pre-purchases 10 PT treatment sessions, they will receive a reduced rate. I am also considering providing some customers discounts. Are there any regulatory considerations I need to be aware of?

Practice Advisor Response

Package Deals

Although package deals may be attractive to clients attending for Physical Therapy treatment, they do have the potential to fail to meet the licensing requirements of the profession.

1. Following the PT assessment, the package purchased may not be what is required for the client based on the findings and client goals. Making assumptions on care required prior to a complete PT assessment may be considered unethical practice.
2. The client is purchasing a package of assessment/treatment, in essence consenting to all aspects of the package, prior to having the opportunity to freely accept or decline treatment options.
3. Advertising standards may be broken where your clinic may be promoting unnecessary services for a specific client population.
4. The entire package may not be required as the client may improve or decide to discontinue the treatment deeming it ineffective. The client would have paid for a service they no longer required and did not receive.

Discounts

Generally, PTs are allowed to discount their fees as they see fit so long as they are not in contravention of SCPT bylaws, ethical considerations, or standards of practice. Under circumstances where the patient would benefit from the service but paying full price would be an undue hardship for the patient, the clinic may offer a special price or provide the service on

a pro bono basis. This is acceptable so long as the services provided are not substandard to expected PT care and the client receipt indicates the actual amount paid for the service.

Providing discounts to clients, other providers, or business groups in exchange for referrals either to your clinic or theirs and incentives that may financially benefit you may be seen as a conflict of interest.

Standard 7 Conflict of Interest

[Core Standards of Practice - Updated Nov 2020.pdf](#)

The physiotherapist must:

- a. Identify and manage any situations of real, potential or perceived conflicts of interest. This includes but is not limited to: i. receiving financial or other benefits from other providers related to accepting referrals, providing services, or selling products; ii. providing and/or accepting incentives to/from others to generate referrals, provide services, or sell products; iii. receiving financial incentives based on client numbers, service volumes.***