

# Cash Wellness Offering

## Cash Wellness Overview

Cash patients, or patients who don't utilize any insurance plan when seeking your services, can make a world of a difference in your private practice. Some principles of cash wellness include:

- Be **clear** about what you're offering (cost, what's included).
- Make it **easy** for patients to say "yes" and to pay.
- Insert simple patient education throughout the **existing** patient experience.

What are the interesting patient education points you want your patients to care about?	What is your cash wellness offering?	How much does it cost?
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## Cash Payment Critical Items

- Do I have a separate practice LLC for cash transactions? (not your credentialed practice EIN)
  - If you don't see insured patients, proceed to next step.
- Do I have a Point of Sale system for my practice?
- Do I have the Point of Sale items set up so my staff can easily charge patients?

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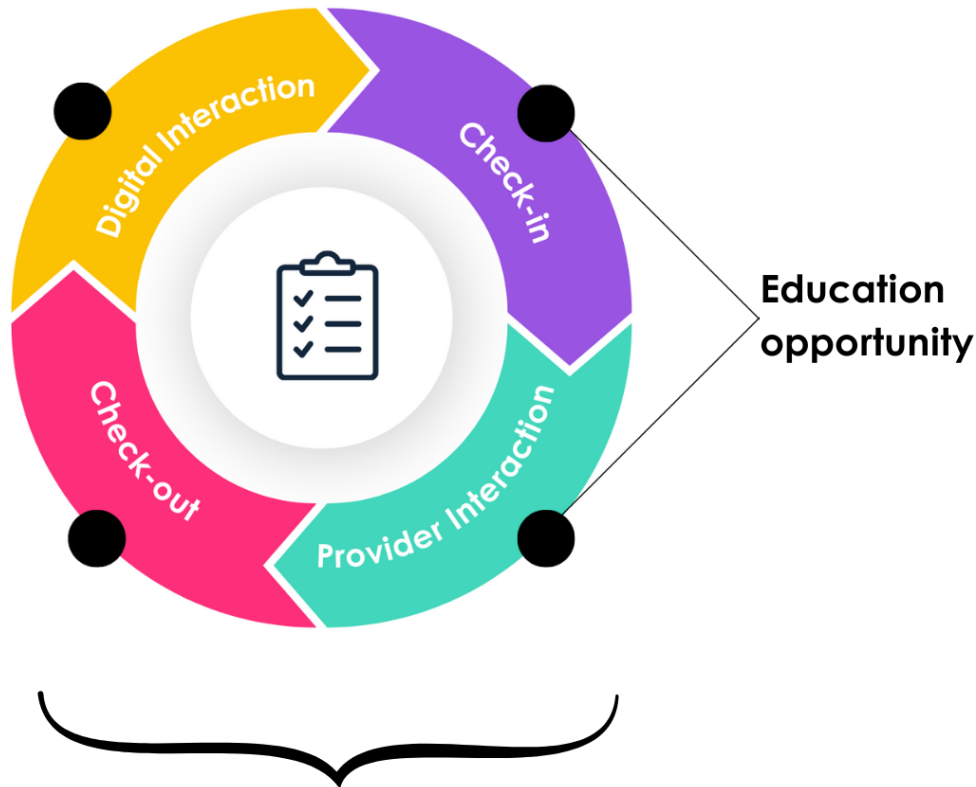
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## The Patient Experience Wheel

Your private practice is a “hamster wheel” of efficiency. At each patient touchpoint, you have the opportunity to insert “targeted” patient education points that you previously thought of. Take some time to brainstorm ways to insert these education points into your patient experience:



**This process makes it easy for patients to say “yes” when they are ready to become a cash wellness patient.**

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## Maintaining Your Cash Wellness

Your financial goals are important, and you may need support along the way. I provide cash wellness offering training if you prefer a more personalized approach. Don't hesitate to reach out to [ryan@ryanmainey.com](mailto:ryan@ryanmainey.com)!