

Pricing Your Inpathy Services

The way you price your services on Inpathy is up to you. You may decide to mimic your in-person pricing for every session type or you could develop an entirely new book of services. You can edit the session types and pricing in the **My Network > My Account** section on the Inpathy portal.

Consider what your target-audience is likely able to pay when determining your pricing. Your target-market is most likely already one that can pay normal rates out of pocket for behavioral health care. But if you overcompensate for the percentage taken by Inpathy by charging your consumers much more than they are typically willing to pay, you will lose them. It may be best to split the overhead between you and your consumers. Providers may choose to add this percentage into their pricing, split the difference with their consumer or subtract this percentage from their regular pricing in full. Inpathy's fee and your earning are automatically allocated through Inpathy's e-commerce tool.

Spending Trend:

Consumers aged 45-64 are most likely to spend money out-of-pocket for health care (Center for Medicaid Services, 2010).

If you offer different levels of services, you should adjust your pricing for the complexity of each offering. For example, a social worker may offer intake sessions, marriage counseling for individuals and for couples, and psychoanalysis. Typically, providers charge more for intake sessions than regular sessions because they are longer and more complex. You may also charge more for counseling two people than you do for only one person.

Promotional Pricing

Promotional pricing encourages new consumer buy-in to your virtual practice. You may want to consider launching your practice with deals or special pricing to build an initial consumer base and get the word out about your virtual practice. A few ideas for practice promotions:

- Refer-a-friend: Consumers who refer someone to your practice get half-off their next session.
- Buy 2 Get 1: Consumers who schedule three sessions at one time get the third session free.
- Couples therapy: If you offer relationship counseling, waive the additional fee for the second person the first time you see two people.
- First session half-off: Offering the first session half-off or even free will encourage people to sign up for Inpathy. Once they are in the system, they will be more likely to come back to you for full-price services.

As you develop promotional pricing, keep consistency of care in mind. If your promotional pricing is much lower than your regular pricing, you may lose out on return consumers. Identify a range of pricing that your ideal consumers will be able to pay for, then design your promotions around the low end of that scale.

You can add in these promotions as session types under **My Network > My Account > Session Types**.

Sample Session Type and Pricing Matrix

Session Type	Duration	Price
Intake Session	60 min	\$125
Individual Psychotherapy	45 min	\$80
Couples Counseling	60 min	\$100
Progress Assessment	30 min	\$60
Meet and Greet	15 min	\$20