

PPE Surcharge Success Tips

The fundamental rules of economics revolve around supply and demand. Never has the law of supply and demand been more apparent than in today's PPE market where prices for masks, gowns, shields and more have sky-rocketed since the start of the crisis.

The last week of April, we implemented the \$10/visit surcharge for all visits and this week we extended the charge to include Ortho visits. We are not alone in extending this surcharge which was recommended by the ADA and has been adopted by most other DSOs and even many restaurants.

Here are some tips to simplify your surcharge discussions:

1. Present with confidence - these fees are a result of VERY real cost increases, no need to feel bad
2. Display the [counter card](#) at check-in
3. Make sure everyone in the office can explain the fee effectively
4. 90% of patients will accept without complaint so keep your explanation brief
5. 10% will pushback, be prepared to handle their objections
6. Don't forget to charge the fee to House Doctor 803!

Recommended Scripting:

"As you can see, we have added numerous precautions to ensure the safety of our patients and staff. Due to the national shortage of PPE and disinfectant supplies, these safeguards come with significant added cost. For this reason we are currently applying a \$10 surcharge to each patient visit."

When faced with patient pushback:

"Due to scarce supplies, our costs for PPE have increased exponentially. The surcharge in no way covers the full extent of these added costs, but helps defray some of the expense so that we can remain open to care for patients during these difficult times. Thank you for understanding."