Think like a plastic surgeon:
Combine price transparency with lead generation!

Jonathan Kaplan, MD, MPH, FACS
BuildMyBod Health
FMMA Annual Conference
August 18th, 2017
DISCLAIMER

Founder/CEO of BuildMyBod Health, a price transparency platform
Audience Participation

1. Do you provide pricing on your website?
   Yes or No
FMMA understands why pricing is important

...but
...there’s an extra piece to the puzzle
BACKGROUND

As more healthcare services are being paid out-of-pocket due to an increasing number of high deductible health plans…
Patients are more price sensitive
Patients are more price sensitive

Patients have a choice
Patients are more price sensitive

Patients have a choice

Provider success is heavily dependent on obtaining these cash-pay patients
Patients are more price sensitive

Patients have a choice

Provider success is heavily dependent on obtaining these cash-pay patients

This has been the plastic surgeon’s “reality” for years
BENEFITS

Use online price transparency as a tool for generating leads
Patients receive pricing information they’re searching for.
Patients receive pricing information they're searching for

Providers receive contact information for follow up
A. Patients receive pricing information they’re searching for

B. Providers receive contact information for follow ups

C. Passively build a huge database of cash-pay patients
Patients receive pricing information they’re searching for

Providers receive contact information for follow ups

Passively build a huge database of cash-pay patients
• Practiced for 6 years in Baton Rouge, LA
• Moved to San Francisco 4 years ago
• Took over an existing eponymous practice with only 200 email addresses and a website, but no discernible SEO traction
• After 4 years, grew database to over 7,000 email addresses

…so how did I do it?
Building your email database through new leads

- Don’t purchase a list
- You want consumers who are genuinely interested in your services
What will be your “carrot” to generate as many leads as possible for your practice?
Pricing Information

There is no stronger incentive for a consumer to provide their contact info than the promise of pricing information.
METHODS

A procedure pricing ‘widget’ containing a list of offered services was integrated into my website.
What’s a widget?
What’s a widget?
Thank you for your wishlist submission! From Pacific Heights Plastic Surgery

Joe Patient

You have expressed interest in:
- Brazilian Butt Lift with Tummy Tuck - $12,500
- Juvederm®/Belotero®/Restylane® for Lip Augmentation - $650
- Procedure Detail Video - [Buy Now Price: $618 - 5% off!]

Total OR time: 4.5 hours
Total MD fees: $13,150
Total OR/anesthesia cost: $4,450
Total garment costs: $300

Total estimated cost with fees: $17,900

If you have any questions or to set up an appointment please contact our offices at:
(415) 749-9191 | info@pacificheightsplasticsurgery.com

Enjoy!
Pacific Heights Plastic Surgery Team

*You may be contacted via email at joe@gmail.com or by phone at
(504) 555-1212 regarding your wishlist.
Don’t just engage… re-engage!
Thank you for your wishlist submission! From Pacific Heights Plastic Surgery

Joe Patient

You have expressed interest in:
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Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here
INJECTABLES

HEAD & NECK

Juvederm®/Belotero®/Restylane® for Lip Augmentation

Injection of Juvederm®, Belotero® or Restylane® to enhance the volume or shape of the lips. Total cost depends on amount of product used, but this is a common cost for most patients with moderate volume deficiency.

This procedure available for online purchase. Click below to view!

PROMO AVAILABLE

Videos

Filler to the lip after a dental block
• Generate a lead when patients submit a wishlist to check pricing
• Generate a lead when a patient schedules a consultation through the Price Estimator
• Generate a lead (and dollars) when patients make an online purchase…

and

Generate a lead when a patient “abandons” their cart
Dear [Patient name],

We noticed you left the following items in your BuildMyBod Health Promo Cart:

- **Botox® / Dysport® / Xeomin® Injection - Forehead and Between Eyebrows** $285! [Click Here](#) to be taken directly to this procedure to purchase.
- **Selfie Makeover (As seen on Good Morning America)** $220! [Click Here](#) to be taken directly to this procedure to purchase.

If you have further questions about these services, Dr. Kaplan can be contacted at [frontdesk@pacificheightsplasticsurgery.com](mailto:frontdesk@pacificheightsplasticsurgery.com), or by calling (415) 923-3005. You will be contacted via email at [jkl@pacificheightsplasticsurgery.com](mailto:jkl@pacificheightsplasticsurgery.com) by phone at (555) 222-3222 regarding your cart. You can visit Dr. Kaplan online at [https://www.pacificheightsplasticsurgery.com](http://https://www.pacificheightsplasticsurgery.com).

Happy Pricing!

--BuildMyBod Health
**Price Transparency**

Provider Dashboard

**This Month**

**Wishlist Origin**
- BuildMyBod.com (163)
- iOS (28)
- Practice Website (200)

**Profile Views**
- BuildMyBod.com (1,199)
- iPhone/iPad App (91)
- Practice Website (2,272)

**Email Wishlists**

All email wishlists received this month
- 375 Wishlists from 206 unique visitors.

**Abandoned Carts**

All abandoned carts this month
- 10 Abandoned Carts from 206 unique visitors.
  Total from 6/1/2017 - 6/28/2017

**Phone Calls**

All phone calls received this month
- 13 Calls
  Total from 6/1/2017 - 6/28/2017

**Consultation Requests**

All consultation requests received this month
- 6 Consultation Requests from 206 unique visitors.
  Total from 6/1/2017 - 6/28/2017

**Impressions**

Number of impressions made this month
- 5,366 impressions
  Total from 6/1/2017 - 6/28/2017
RESULTS

This case study follows my private practice for one year after disclosing 104 procedure prices. 1st year in a new practice in San Francisco, NO PAID MARKETING
RESULTS

PRICE TRANSPARENCY

Prospective Patients: 208
Wishlists: 412
FIGURE 1

This shows that of the 208 prospects
23 (62.2%) booked procedures
FIGURE 2

The “Halo” Effect
2.8% of consumers that submitted a wishlist in the first year of practice, came in after that first year.

- 2.8% Submitted Contact Info
- 6.7% Consultations in the Subsequent Year
- 11.1%
- 79.4%
6 (100%) booked procedures for a total value of $26,702
FIGURE 3

This compares ‘price-aware’ patients with patients who were not aware of pricing information prior to a consultation.
FIGURE 3

Price Transparency

- Did not book procedures
- Booked procedures

<table>
<thead>
<tr>
<th>'non-price-aware patients'</th>
<th>'price-aware patients'</th>
</tr>
</thead>
<tbody>
<tr>
<td>44</td>
<td>62.2</td>
</tr>
</tbody>
</table>
‘Price-aware’ patients were 41% more likely to book a procedure than ‘non-price-aware’ patients.
What if you introduce advertising into the mix?!
Prospective Patients: 2164
Wishlists: 4156
What do you do with all those leads?!  
(Grew from 200 email addresses to 7,000 in 4 years!)

1. Office staff follows up with everyone

2. Sync them to your email marketing database
   - MailChimp
   - Constant Contact
   - Campaign Monitor
   - MyEmma
   - MyMedLeads
   - InfusionSoft
Stats from most recent eblast:
(measured within 12 hours of eblast distribution)

- Sent to over 7,000 email addresses
- Three online bookings
- 27 wishlists submitted (22 new leads, 5 re-engaged consumers)
- No emails marked as spam
- 0.58% unsubscribed
- 20.71% open rate, 12% click rate
What do you do with all those leads?!

Own Your Marketing!

3. Reduce your dependence on Facebook and others
Target demographic's interests

- Living in: United States, San Francisco (40 mi) California
- Interests: Shopping and fashion, Women's Health Magazine, Beauty, Fitness and wellness, The Bar Method, Marina or SoulCycle
- Age: 23 - 64

Estimated reach of your ads

Estimated People Reached: 3,600 - 9,600 people
What do you do with all those leads?!

Leads through “contact submission” form on website vs wishlists submitted to automatically
Benefits for Your Office Staff

- *Automated, instant* response to all pricing inquiries, regardless of source while capturing contact info for follow up
  - phone, email and social media
- Documentation of pricing estimates
- Avoid misquoting price estimates over the phone
- More efficient follow-up phone calls
- Stop wasting time on price shoppers
SEO Benefits

Improved Google Analytics - Visitors from search engines who arrive on the embedded Pricing Page vs the rest of the doctor’s site:

- Are twice as likely to stay and browse the site (61% vs 36%)
- Browse the site twice as long (3.43 min vs 1.63 min)
- Browse 33% more pages across the site (3.18 pages vs 2.40 pages)
- Individual procedure URL’s crawl-able by Google
<table>
<thead>
<tr>
<th>Pricing Menu</th>
<th>Automated Price Estimator</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clitoral hood reduction</td>
<td></td>
</tr>
<tr>
<td>$3500 ($1000 when performed at the time of labia reduction)</td>
<td></td>
</tr>
<tr>
<td>Coolsculpting</td>
<td></td>
</tr>
<tr>
<td>$650 - $750 / treatment area</td>
<td>VAGINAL REJUVENATION</td>
</tr>
<tr>
<td>Eyelid surgery</td>
<td>INJECTABLES</td>
</tr>
<tr>
<td>$3500 (upper) $4500 - $5500 (lower)</td>
<td>BODY CONTURIONG</td>
</tr>
<tr>
<td>Facelift</td>
<td>PRODUCTS</td>
</tr>
<tr>
<td>$12 500 up to $16 000</td>
<td>IV THERAPY</td>
</tr>
<tr>
<td>Facelift (mini)</td>
<td>SERVICES</td>
</tr>
<tr>
<td>$6500-8500+</td>
<td></td>
</tr>
<tr>
<td>Fat transfer (to face)</td>
<td></td>
</tr>
<tr>
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<td></td>
</tr>
<tr>
<td>Fillers (Hyaluronic acid - based fillers)</td>
<td></td>
</tr>
<tr>
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<tr>
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### Pricing Menu vs. Automated Price Estimator

#### Pricing Menu

<table>
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<th>Procedure</th>
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#### Automated Price Estimator

**Cost**

- **Doctor Fees**: $6,500
- **OR Time**: 3 hours
- **OR Cost**: $2,900
- **Implants**: $1,850
- **Garments**: $150
- **Cosmetic Insurance**: $300

**TOTAL Estimate**: $11,700
San Francisco, CA

1 friend
13 reviews
1 photo

5/29/2017

My husband & I decided to get me a breast augmentation a year ago since choosing to quit birth control was swiftly decreasing their plumpness. I've always had and been fine with my tiny boobs, 34A, on my lean athletic frame, 5'5" 120lbs. But they were now surviving off of push-up padding, so we decided it was time. My husband found Pacific Heights Plastic Surgery online and instantly liked the 'build my bod - price estimator' on their website, I liked the yelp reviews, and it's conveniently located for us in the richmond district.

Dr. Kaplan was professional, comfortable to be around, and reassured us that we'd get what we wanted. I didn't want my breast aug. to be noticeable, just wanted to re-inflate the boobs I was already blessed with. My end goal was to look naturally perky so that I could either dress them up or be modest without wearing a paper bag. That is what Dr. Kaplan gave me. During the whole decision process, as well as post-op, he made himself available for all of my questions and concerns. He usually responded within the hour! I'd recommend him to anyone. Now, one year later, we are happy with my 34B-C's, and although they are modest, they are definitely perky enough to survive and possibly improve from a pregnancy or two, if we are to be so fortunate ;)

Was this review ...?

Useful 1  Funny  Cool
Price Transparency in the Online Age

Jonathan L. Kaplan, MD, MPH,* and Parker H. Mills, PhD†

Abstract: Plastic surgeons are sometimes hesitant to provide their pricing information online, due to several concerns. However, if implemented right, price transparency can be used as a lead generation tool that provides consumers with the pricing information they want and gives the physician the consumer’s contact information for follow-up.

This study took place during the author's first year in private practice in a new city. An interactive price transparency platform (ie, cost estimator) was integrated into his website, allowing consumers to submit a “wishlist” of procedures to check pricing on these procedures of interest. However, the consumer must submit plastic surgery represents the microcosm of changes that will soon affect the greater health care marketplace. Consumers are factoring cost into their choice of healthcare provider—one reason why health care providers and plastic surgeons have been hesitant to provide pricing information online.

Plastic surgeons have traditionally avoided providing pricing information online due to 3 major concerns: (1) patients might price shop instead of focusing on surgeon relationship, (2) patients might not understand prices are estimates subject to adjustment based on their body habits, and (3) competitors could be comparing prices.
Online Purchasing

PHPS PACIFIC HEIGHTS PLASTIC SURGERY
Jonathan Kaplan M.D., M.P.H.

INJECTABLES  Female  WISHLIST

HEAD & NECK

Selfie Makeover (As seen on Good Morning America!)  BUY NOW OPTION AVAILABLE

Instagram has set off a new trend in cosmetic surgery with patients asking doctors... Read more

Botox®/Dysport®/Xeomin® injection - Forehead and Between Eyebrows  BUY NOW OPTION AVAILABLE

Botulinum to the forehead and in between the eyebrows relaxes the muscles that c... Read more

[Image of a woman's head and shoulders with a medical mask]
300+ Online Purchases

TOTAL = $100,000
Cyber Monday 2015
For 24 Hours, Various Specials Made Available for Purchase Online

TOTAL $13,600
Marketing Your Price
Transparent Practice/Facility
Don’t just drive traffic to your website, give them a reason to leave their contact info

“You can’t follow a click”

1. Mention that online pricing is available in all your advertising

2. SEO “truth serum”
Marketing Your Price Transparency

- Every piece of advertisement/marketing should mention that pricing is available on your website
  - Home page of website
  - Blog posts
  - Social media
  - TV
  - Print
Marketing Your Price Transparency

- Add a “Get a quote” button within your website
Marketing Your Price Transparency

- Add a “Get a quote” button within your website
A decrease in breast augmentation? Not good for Victoria’s Secret!

November 11th, 2016 | Dr. Jonathan Kaplan / No Comments »

Yahoo News just published this article about the changing trends in breast shape and who that affects. Apparently, the day of the "boobicious bonzer" is a thing of the past! More women are going for a more natural attainable look. With less need for highly structured bras versus simple bikinis, competition is heating up for Victoria's Secret.

The natural look and how that affects Victoria's Secret

Based on numbers from the American Society of Plastic Surgeons, breast augmentation procedures have dropped from approximately 331,000 to 279,000 over the last three years. With more women going for a more attainable look, they don't need the same expensive bras. According to the Yahoo article, with a shift towards bikinis which are easier to make, that means more competition from other manufacturers.

Whether the Victoria's Secret shares are dropping because of lower breast augmentation rates or more competition, is up for debate. But there’s no question women are considering different looks and options. According to Vogue UK, which you may be surprised that I don’t read, the cleavage is no longer fashionable.

In my practice, women are requesting "more natural" shaped implants as seen in the photo above. So while this more natural look may affect Victoria’s Secret, it will also affect plastic surgeons. The question is whether fewer women will continue to get breast augmentations or will they just transition from round to shaped implants for a more natural look. What would you do?
Other Uses for Deep Links

1. Blog posts
2. Google AdWords
3. Updating current “static” pricing pages
Breast Reduction - Risks and benefits of Breast Reduction

- DURING/AFTER SURGERY

A breast reduction is performed under general anesthesia at an accredited surgical facility as an outpatient procedure. It typically takes about 2-4 hours to complete. During surgery, a training tube may be placed to control bleeding and swelling. For the first several weeks, patients will be directed to wear a surgical bra or compression garment. Most patients are able to return to work within 1-2 weeks, and may begin exercising by 4-6 weeks. The visible results of a breast reduction will be immediate. However, it may take 6 months or longer for nipple sensitivity to return.

- PRICING

$ Average Cost

PLAN YOUR PROCEDURE

$7,500 - $9,500
Breast Reduction - Risks and benefits of Breast Reduction

**DURING/AFTER SURGERY**

A breast reduction is performed under general anesthesia at an accredited surgical facility as an outpatient procedure. It typically takes about 2-4 hours to complete. During surgery, a training tube may be placed to control bleeding and swelling. For the first several weeks, patients will be directed to wear a surgical bra or compression garment. Most patients are able to return to work within 1-2 weeks, and may begin exercising by 4-6 weeks. The visible results of a breast reduction will be immediate. However, it may take 6 months or longer for nipple sensitivity to return.

**PRICING**

**PLAN YOUR PROCEDURE**

Contact Us
Marketing Your Price Transparency

Social Media

FEAR NO MIRROR™
Eliminate stubborn fat without surgery or downtime and feel great from every angle.

Freeze the Fat in Half the Time with DualSculpting at PHPS!

PROCEDURES  Female
-----------  ----
Superficial chemical skin peel
This peel resurfaces the entire face to restore younger, healthier looking skin...  Read more

Deep chemical skin peel (full)
This peel resurfaces the entire face to restore younger, healthier looking skin...  Read more

Deep chemical skin peel (partial)
This peel resurfaces regional areas of deep or severe wrinkles - such as under t...  Read more
TV Advertising
American Society of Plastic Surgeons

CALL FOR A NEARBY PLASTIC SURGEON YOU CAN TRUST | 1-800-514-5058

Patient Safety

Do the research, know the risks and trust a board-certified plastic surgeon to perform your cosmetic or reconstructive surgery. ASPS member surgeons have the training and experience that instill confidence.

Do Your Homework

Patient Safety
Prairie SurgiCare

The First Choice of Central Illinois

Accredited by
Everyone asks about price

Make it easier to answer
Capture contact info through all channels
PRICE TRANSPARENCY
Capture contact info through all channels
<table>
<thead>
<tr>
<th>Type</th>
<th>Procedures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Coflex- 2 level</td>
<td></td>
</tr>
<tr>
<td>Spinal Cord Stimulator Trial</td>
<td></td>
</tr>
<tr>
<td>Lead Placement</td>
<td></td>
</tr>
<tr>
<td>Coflex - 1 level</td>
<td></td>
</tr>
<tr>
<td>Spinal Cord Stimulator Placement- permanent leads and battery</td>
<td></td>
</tr>
</tbody>
</table>
Capture contact info through all channels

Price Transparency

YouTube

After the consultation, we provide the patient with an estimate and they pay with cash, check, credit card or financing through CareCredit.

Reply · ❤️

Trinity Andrews 2 months ago

ohhhhhhhhh ok thx so much for the information

Reply · ❤️

C Flo 2 weeks ago

How much for the mommy make over?

Reply · ❤️

It'sbarbiebitches24 2 days ago

When you transfer that fat to the butt check if she decide to workout will she lose that fat?

Reply · ❤️

Who is C Flo?
PRIÇE TRANSPARENCY
Capture contact info through all channels
Dear Customer,
You have expressed interest in:

-Mommy Makeover - $8,000
Learn more about Mommy Makeover by clicking here

-Brazilian Butt Lift with Tummy Tuck - $12,500
Learn more about Brazilian Butt Lift with Tummy Tuck by clicking here

-Brazilian Butt Lift using Fat Injections - $6,000
Learn more about Brazilian Butt Lift using Fat Injections by clicking here

Total MD fees: $28,500
Total OR time: 8 hours
Total implant costs: $1,850
Total garment costs: $1,050
Total cosmetic insurance costs: $300

Total estimated fees: $31,700

Dr. Kaplan can be contacted by replying directly to this email, or by calling (415) 1. You will be contacted via email at Riho.com or by phone at 26 regarding your wishlist. You can visit Dr. Kaplan online at https://www.pacificheightsplasticsurgery.com.

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking here
CONCLUSION
CONCLUSION

No better “carrot” to capture complete contact info than price

1. Build your email database for future email marketing (200 to over 7,000 in 4 years!)

2. With an e-commerce platform for non-surgical services capture dollars, not just leads!
Static menus can cost “tens of thousands of dollars”* without generating leads
*Shopping for Surgery, Outpatient Surgery Magazine, June 2015

Ask yourself...what could you do with an additional 10,000+ email addresses of cash-pay patients in your database?

If healthcare.gov can show costs, so can you!
Check this out!

Introducing…

Pricing Assistant!
Make sure you’re getting paid what you’re worth!

Carpal Tunnel

<table>
<thead>
<tr>
<th>Region</th>
<th>Average</th>
<th>Above Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>USA</td>
<td>$2,787.52</td>
<td>$112.48</td>
</tr>
<tr>
<td>South</td>
<td>$2,291.09</td>
<td>$608.91</td>
</tr>
<tr>
<td>FL</td>
<td>$1,575.00</td>
<td>$1,325.00</td>
</tr>
</tbody>
</table>

<table>
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<th>Average: $2,787.52</th>
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<td>South</td>
<td>Average: $2,291.09</td>
<td>Above Average: $608.91</td>
</tr>
<tr>
<td>FL</td>
<td>Average: $1,575.00</td>
<td>Above Average: $1,325.00</td>
</tr>
</tbody>
</table>
Make sure you’re getting paid what you’re worth!

Lumbar Epidural

- **USA**
  - Average: $1,045.86
  - Below Average: $225.86

- **Northeast**
  - Average: $1,423.33
  - Below Average: $603.33

- **PA**
  - Average: $760.00
  - Above Average: $60.00
Make sure you’re getting paid what you’re worth!

<table>
<thead>
<tr>
<th>Region</th>
<th>Average:</th>
<th>Above Average</th>
<th>Below Average</th>
</tr>
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<tbody>
<tr>
<td>USA</td>
<td>$268.00</td>
<td>$32.00</td>
<td></td>
</tr>
<tr>
<td>South</td>
<td>$313.33</td>
<td>$13.33</td>
<td></td>
</tr>
<tr>
<td>TX</td>
<td>$312.50</td>
<td>$12.50</td>
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Lower Extremity U/S
Make sure you’re getting paid what you’re worth!

Upper GI Endoscopy
Make sure you’re getting paid what you’re worth!

Arthroscopic ACL Repair
Make sure you’re getting paid what you’re worth!

Adult Monthly Membership Fee
DPC/Concierge Medicine
Make sure you’re getting paid what you’re worth!

Breast Augmentation
Anyone can do this with their existing website

Ask me how!
QUESTIONS

jonathan@buildmybod.com