



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

I. Do you provide pricing on your website?

Yes or No

**FMMA understands
why pricing is important
...but**

PRICE TRANSPARENCY

...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...

PRICE TRANSPARENCY

BACKGROUND



Patients are more price sensitive

PRICE TRANSPARENCY

BACKGROUND

1 Patients are more price sensitive



Patients have a choice

PRICE TRANSPARENCY

BACKGROUND

- 1 Patients are more price sensitive
- 2 Patients have a choice

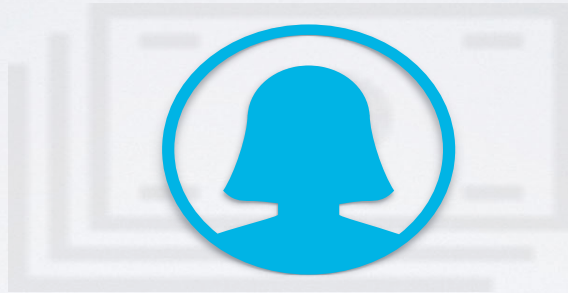


Provider success is heavily dependent on obtaining these cash-pay patients

PRICE TRANSPARENCY

BACKGROUND

- 1 Patients are more price sensitive
- 2 Patients have a choice
- 3 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

PRICE TRANSPARENCY

BENEFITS



Patients receive pricing information they're searching for

PRICE TRANSPARENCY

BENEFITS

A Patients receive pricing information they're searching for



Providers receive contact information for follow up

PRICE TRANSPARENCY

BENEFITS

A Patients receive pricing information they're searching for

B Providers receive contact information for follow ups



Passively build a huge database of cash-pay patients

PRICE TRANSPARENCY

BENEFITS

- 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



My Story

- 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 Database

Building your email database through new leads

- Don't purchase a list
- You want consumers who are genuinely interested in your services

Building Your Database

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?

PRICE TRANSPARENCY

What's a widget?



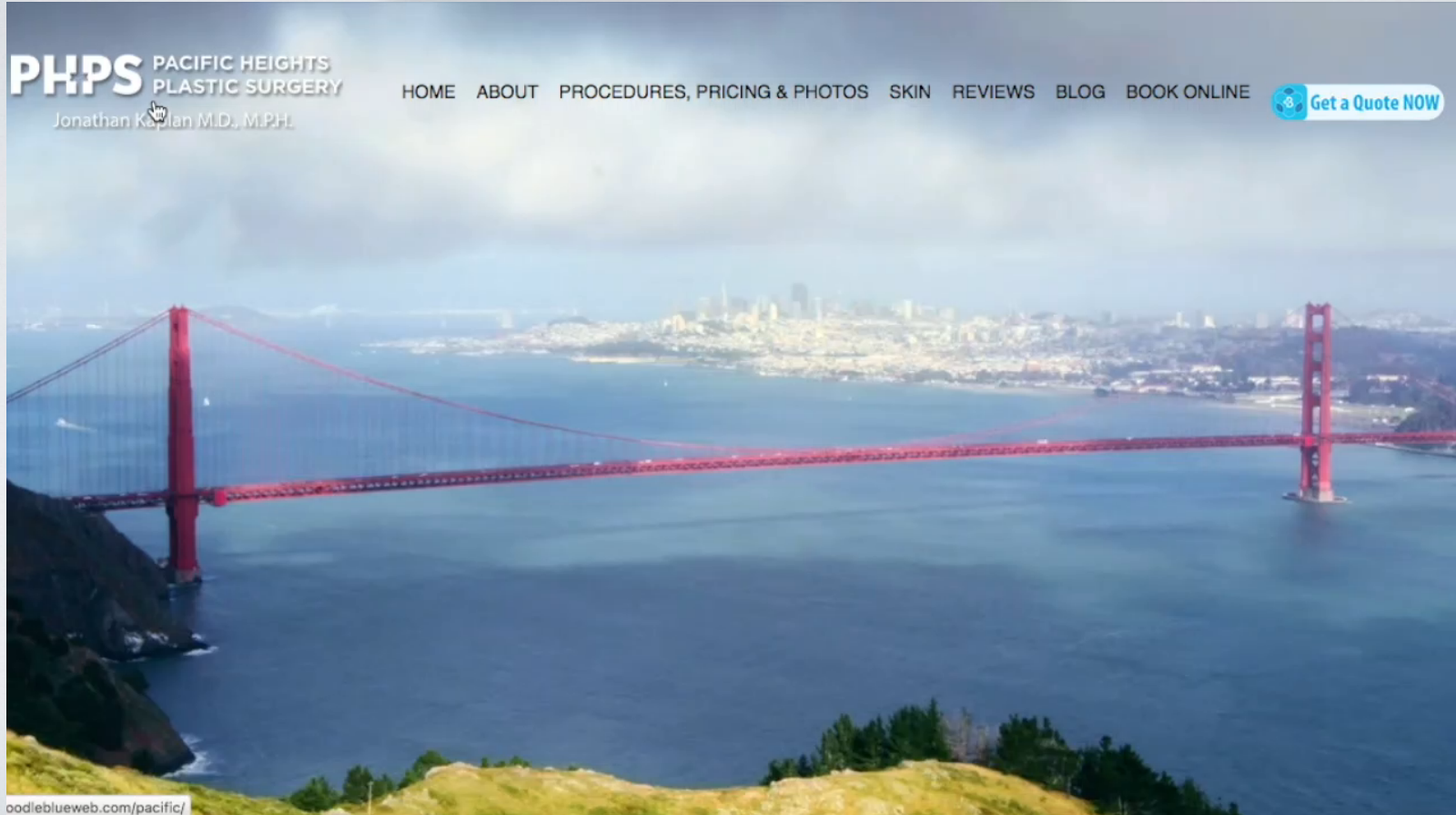
PRICE TRANSPARENCY METHODS

PHPS PACIFIC HEIGHTS
PLASTIC SURGERY

Jonathan Kaplan M.D., M.P.H.

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[Get a Quote NOW](#)



PRICE TRANSPARENCY

Email Wishlist

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

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PLASTIC SURGERY
Jonathan Kaplan M.D., M.P.H.

[Visit Website](#)

*You may be contacted via email at joe@gmail.com or by phone at

(504) 555-1212 regarding your wishlist.

Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking [here](#)

Patient name

Patient email address

Patient phone number

Estimated cost

Office logo

PRICE TRANSPARENCY

**Don't just engage...
re-engage!**

PRICE TRANSPARENCY

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[Visit Website](#)

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Learn more about Pacific Heights Plastic Surgery - Dr. Kaplan by clicking [here](#)

Link for video specific to procedure

Link for online purchase

Promotional video link

PRICE TRANSPARENCY METHODS

PHPS PACIFIC HEIGHTS
PLASTIC SURGERY

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PRICING & PHOTOS

INJECTABLES

Female

WISHLIST



HEAD & NECK

[← BACK](#)

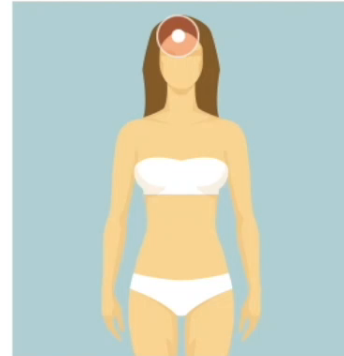
Juvederm®/Belotero®/Restylane® for Lip
Augmentation



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



[▲ BACK TO TOP](#)



Share



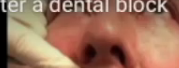
Before & After Photos



Video

Videos

Filler to the lip after a dental block



PRICE TRANSPARENCY

Lead Generation Review

- 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

PRICE TRANSPARENCY

Abandoned Cart Email

Price Transparency, Lead Generation & eCommerce

PROMOS •

Dear [REDACTED] Ian,

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 (No. 1 on Good Morning America!) \$1,888. [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@pacificeightsplasticsurgery.com, or by calling (415)
923-3005. You will be contacted via email at jkl@pacificeightsplasticsurgery.com by phone
at (510) 222- regarding your cart. You can visit Dr. Kaplan online at
<https://www.pacificeightsplasticsurgery.com>.

Happy Pricing!

--BuildMyBod Health

Patient name

Link for online purchase

Patient email address

Patient phone
number

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.

[View Full List](#)

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

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

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

PRICE TRANSPARENCY RESULTS

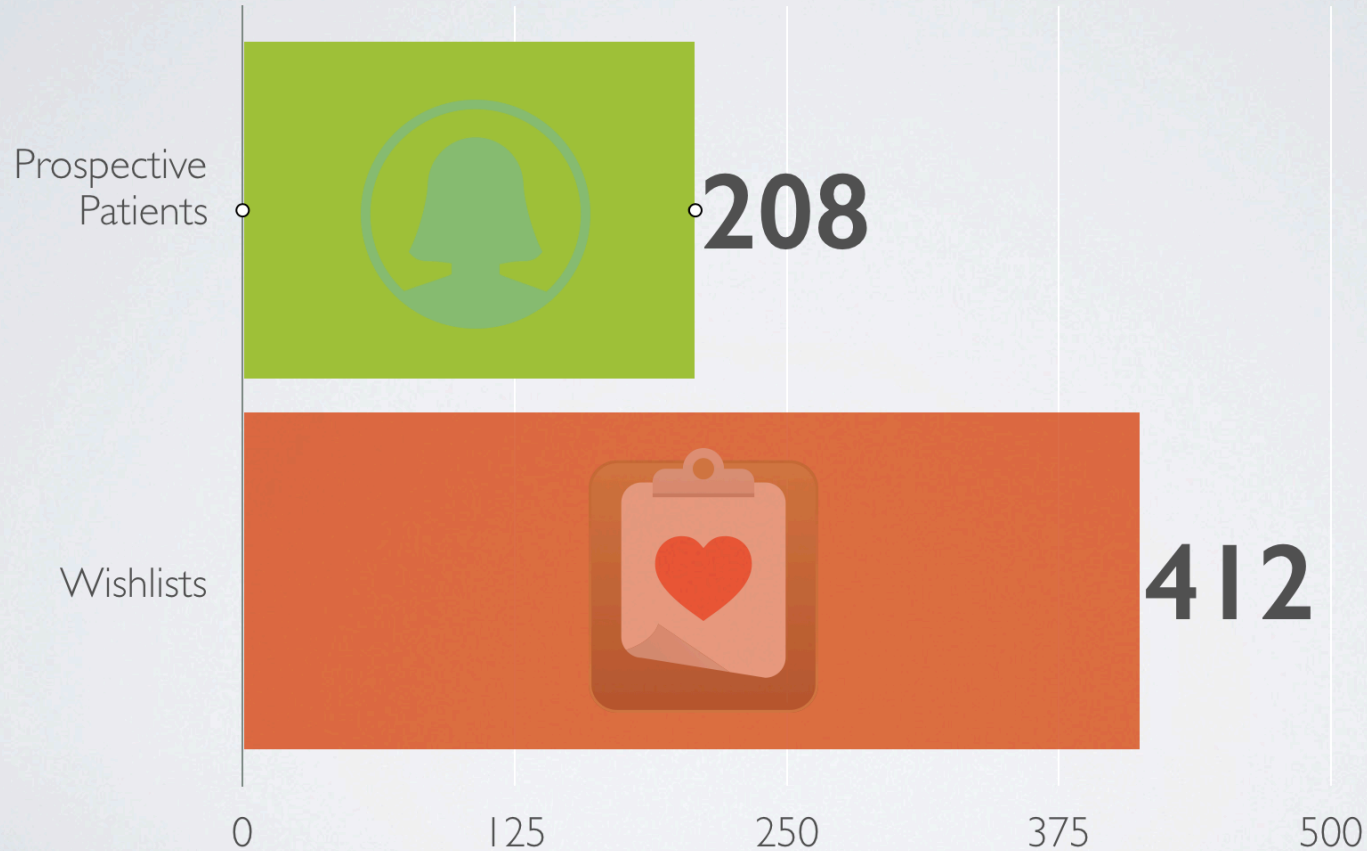
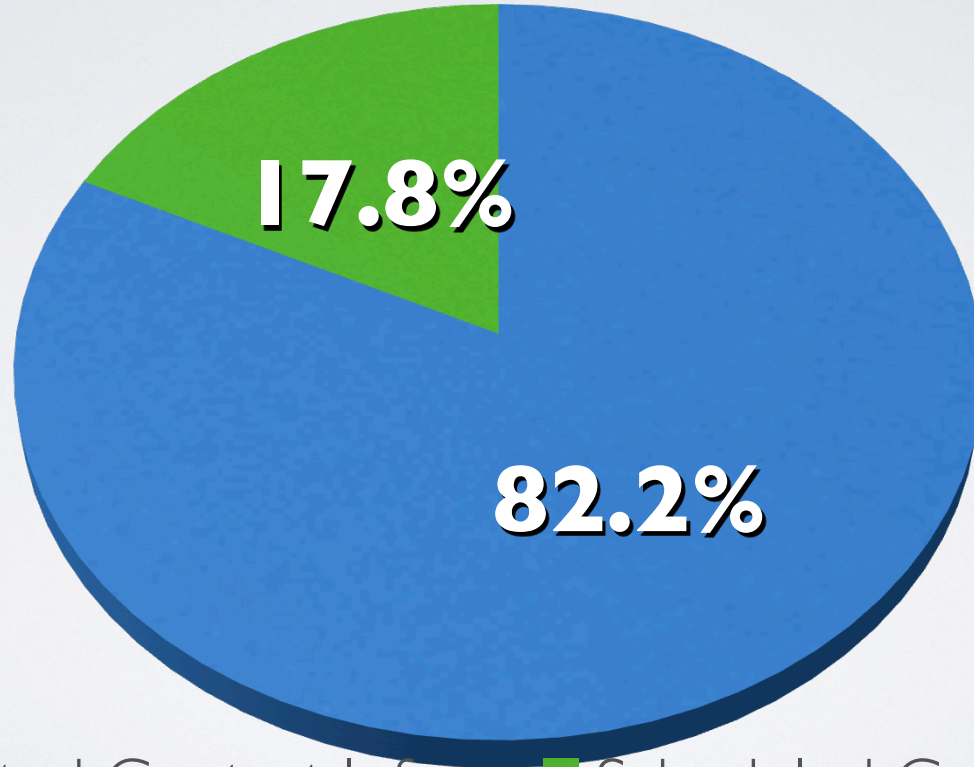


FIGURE 1

This shows that of the 208 prospects

PRICE TRANSPARENCY

FIGURE 1



■ Submitted Contact Info ■ Scheduled Consultations

PRICE TRANSPARENCY

FIGURE 1

23 (62.2%)
booked procedures

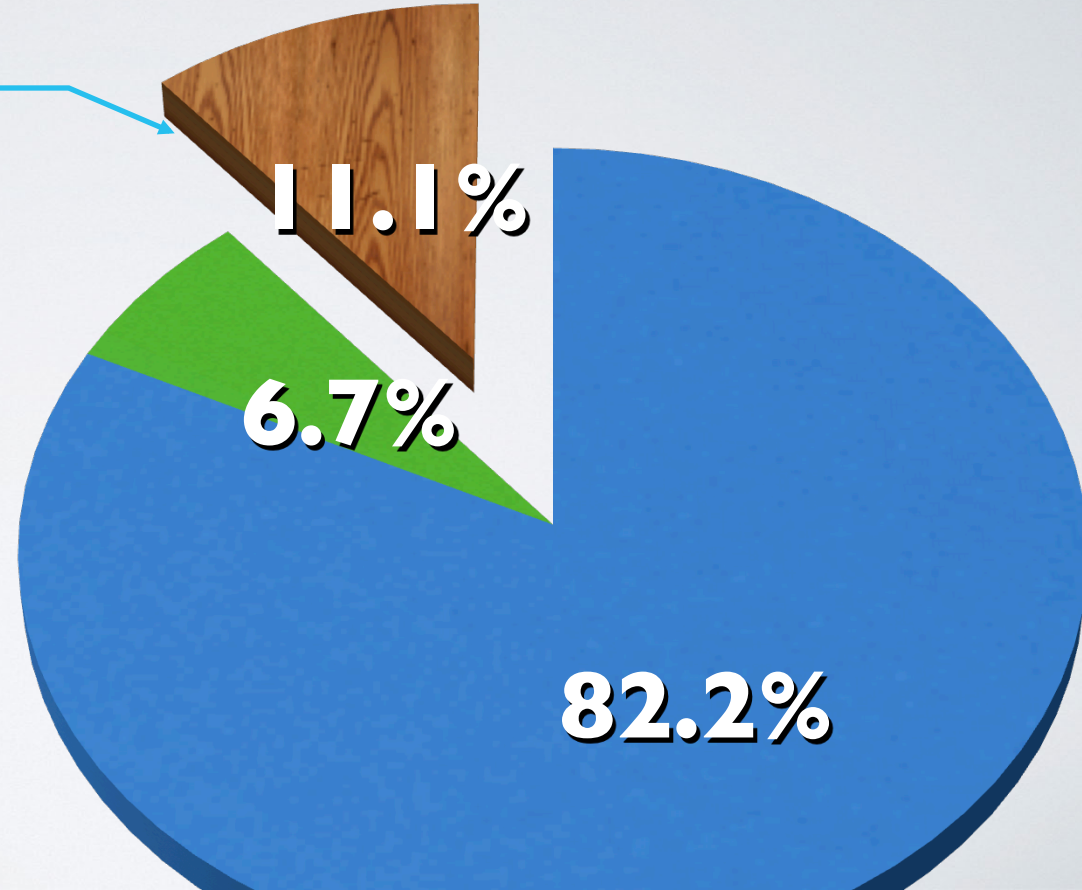


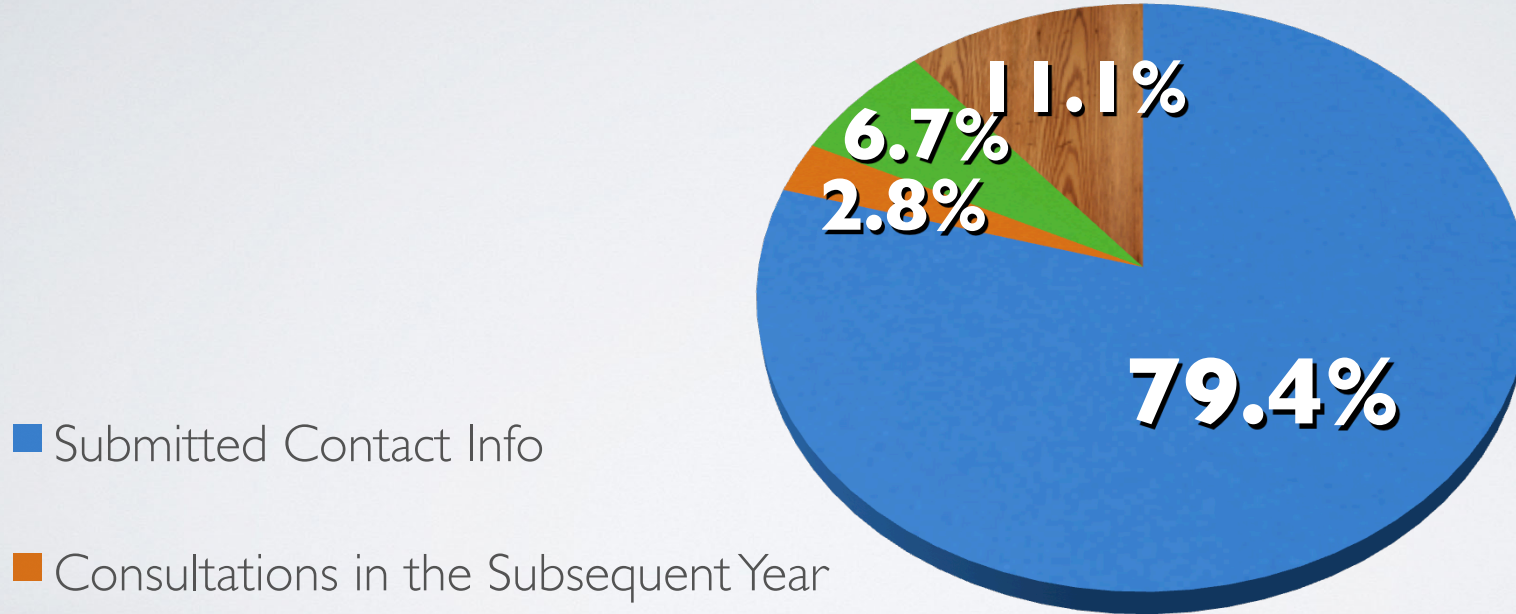
FIGURE 2

The “Halo” Effect

PRICE TRANSPARENCY

FIGURE 2

2.8% of consumers that submitted a wishlist in the first year of practice, came in after that first year



PRICE TRANSPARENCY

FIGURE 2

6 (100%)
booked procedures
for a total value of
\$26,702

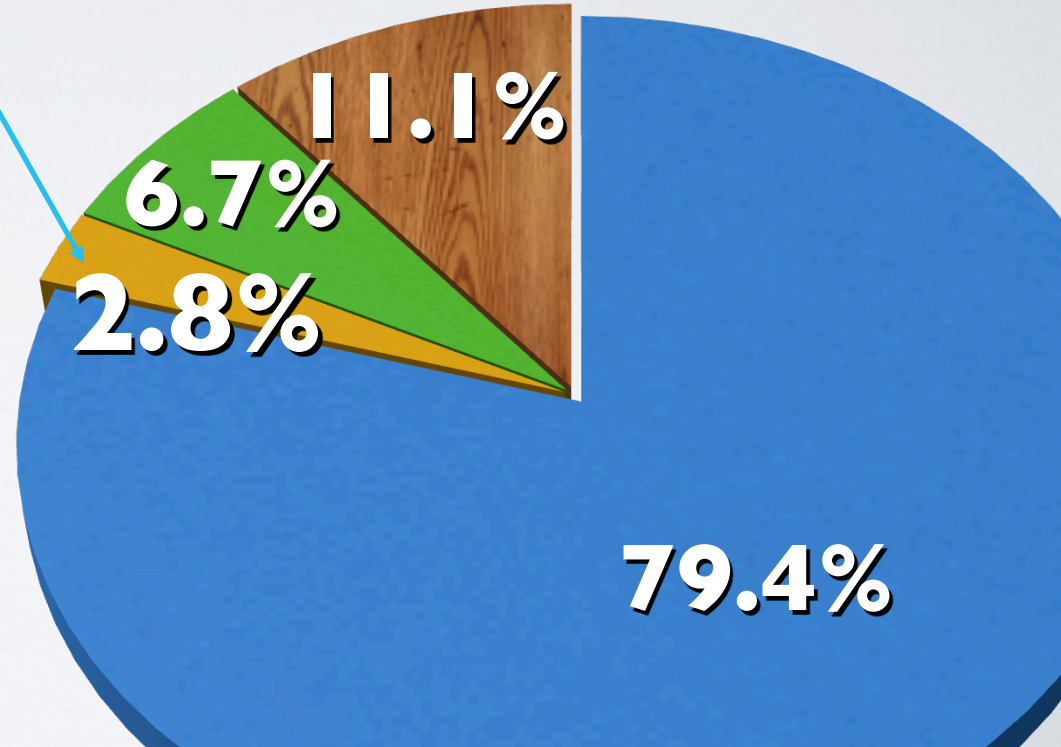
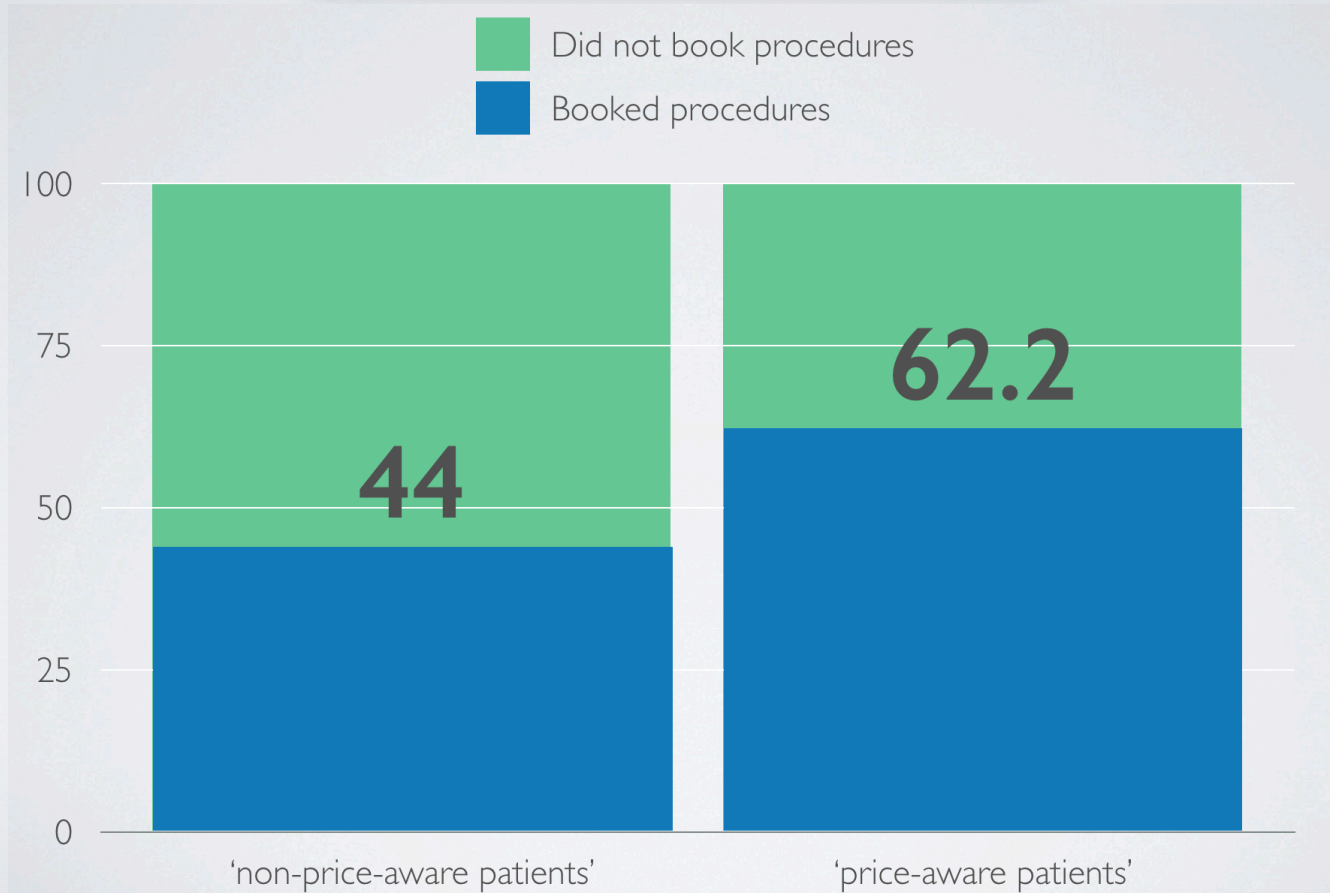


FIGURE 3

This compares 'price-aware' patients with patients who were not aware of pricing information prior to a consultation

PRICE TRANSPARENCY

FIGURE 3



PRICE TRANSPARENCY

FIGURE 3



‘Price-aware’ patients were 41% more likely to book a procedure than ‘non-price-aware’ patients

PRICE TRANSPARENCY

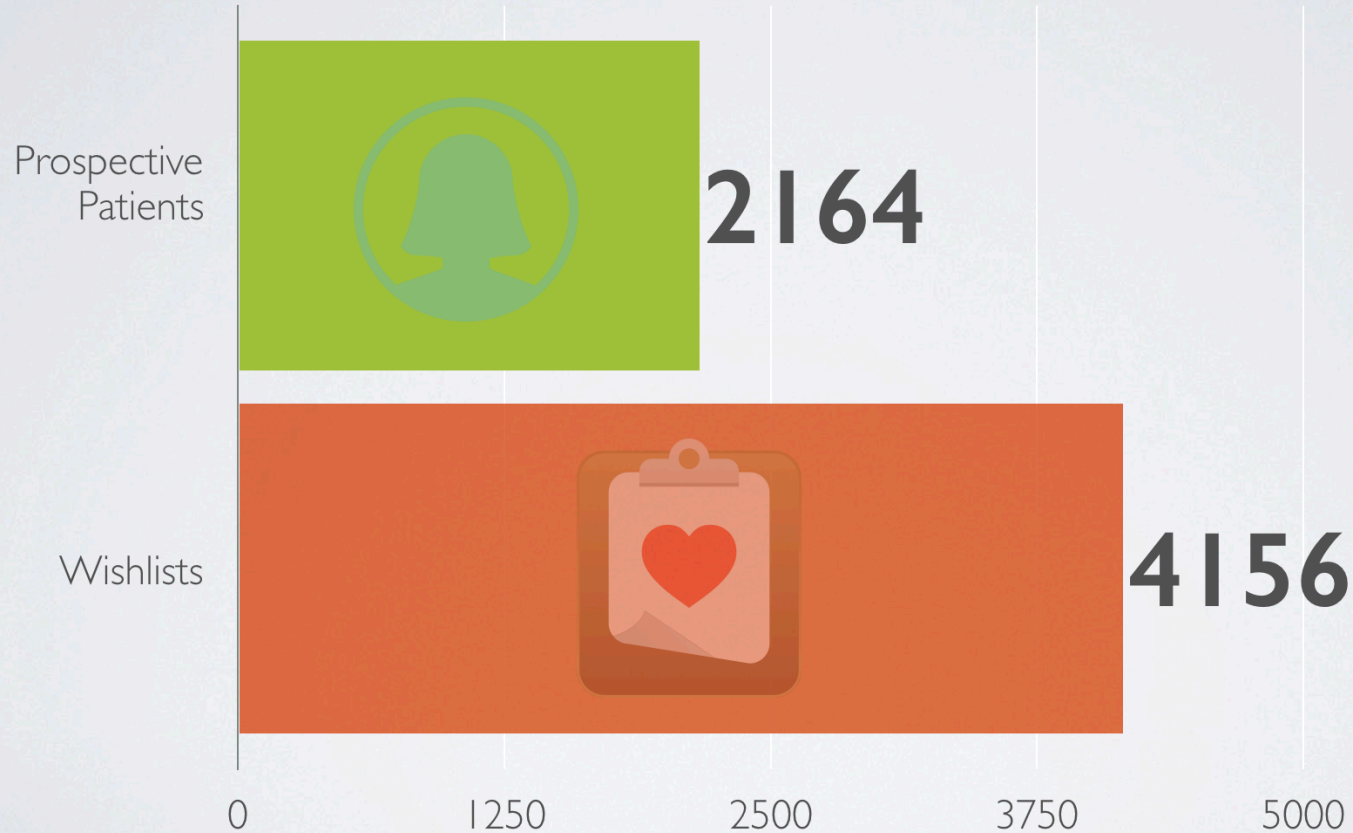
FIGURE 4



**What if you introduce
advertising into the mix?!**

PRICE TRANSPARENCY

FIGURE 4



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*

PRICE TRANSPARENCY

facebook.com

Search Facebook

Jonathan Home 8

Boost Post **Target demographic's interests**

People you choose through targeting Edit

Location - Living In: United States: San Francisco (+10 mi) California

Interests: Shopping and fashion, Women's Health (magazine), Beauty, Fitness and wellness, The Bar Method Marina or SoulCycle

Age: 23 - 64

Less

People who like your Page

People who like your Page and their friends

PHPS Wanted Patients

Create New Audience

BUDGET AND DURATION

Estimated reach of your ads

Estimated People Reached 3,600 - 9,600 people of 830,000

Refine your audience or add budget to reach more of the people that matter to you.

By clicking Boost, you agree to Facebook's Terms & Conditions | Help Center

DESKTOP NEWS FEED MOBILE NEWS FEED

Pacific Heights Plastic Surgery - Dr. Jonathan L Kaplan

Sponsored · Like Page

Thanks for posting my blog on physician board certification American Society of Plastic Surgeons (ASPS)!

Is Your Plastic Surgeon Board Certified? That's The First Of Many Questions To Ask

Patient education forums often recommend checking your doctor's board...

PLASTICSURGERY.ORG

Learn More

Like Comment Share

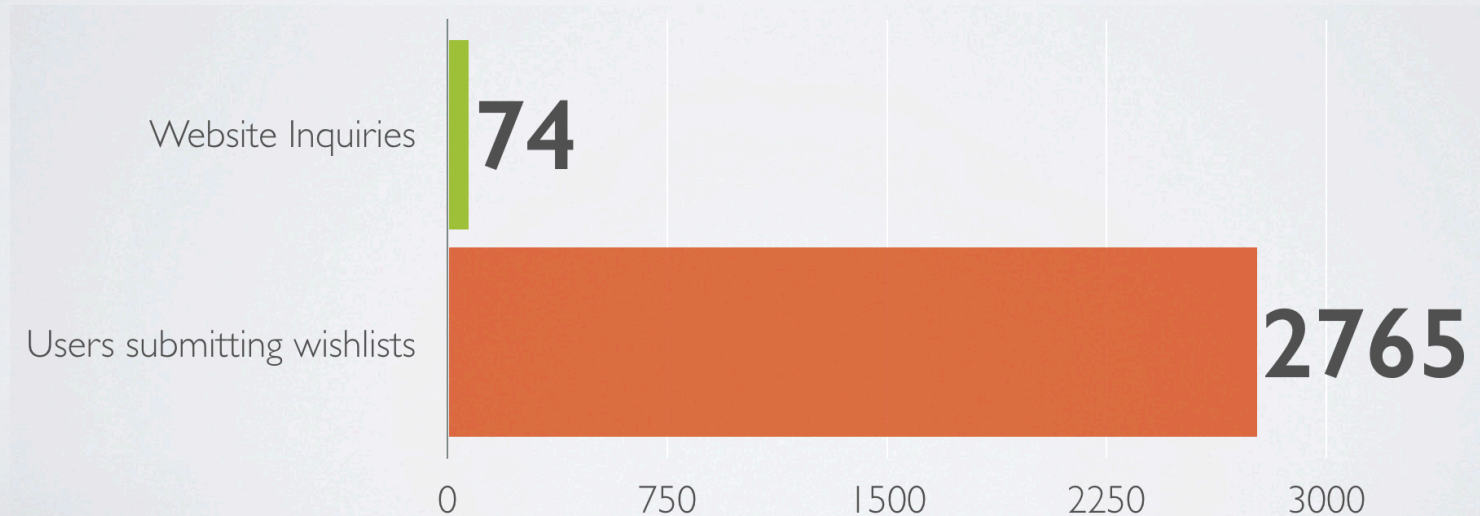
Cancel Boost

Chat (Off)

What do you do with all those leads?!

4

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*

PRICE TRANSPARENCY

BENEFITS

Pricing Menu

Clitoral hood reduction	\$3500 (\$1000 when performed at the time of labia reduction)
Coolsculpting	\$650 - \$750 / treatment area
Eyelid surgery	\$3500 (upper) \$4500 - \$5500 (lower)
Facelift	\$12 500 up to \$16 000
Facelift (mini)	\$6500-8500+
Fat transfer (to face)	\$2500 - \$6500
Fillers (Hyaluronic acid - based fillers)	\$5-600+/syringe
Fillers (using your own fat)	\$2500 - \$6500+
Forehead lift	\$6500-\$9500
Gynecomastia (Male Breast Reduction)	\$5500 - 8500+
Hymen reconstruction	\$3000
Mommy Makeover	any combination of these procedures used to reverse the effects of a pregnancy. Please see procedure specific fees

vs

Automated Price Estimator

PROCEDURES
Female

VAGINAL REJUVENATION
+


INJECTABLES
Large forehead. [Read more](#)

BODY CONTOURING
+

PRODUCTS

IV THERAPY
eyes, a brow lift can restore

SERVICES
+


This procedure removes extra upper lid skin and can be done under general or loc... [Read more](#)

Lower lid lift
+


Performed to remove baggy lower lids and give a more rested appearance. [Read more](#)

Facelift
+


Restores facial and neck skin to a more youthful appearance. Remember, a facelif... [Read more](#)

Upper lip enlargement with implants
+

Gives a fuller appearance to the upper lip. Can be done under local anesthesia. ... [Read more](#)

PRICE TRANSPARENCY

BENEFITS



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vs

Automated Price Estimator

UPPER BODY

Enlargement and lift of breasts (silicone)
 

◀ BACK TO PROCEDURES & PRODUCTS

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

PRICE TRANSPARENCY

Yelp Reviews



San Francisco, CA

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



Annals of Plastic Surgery, May 2016

[Google: annals plastic surgery price transparency](#)

RESEARCH PAPER

OPEN

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.

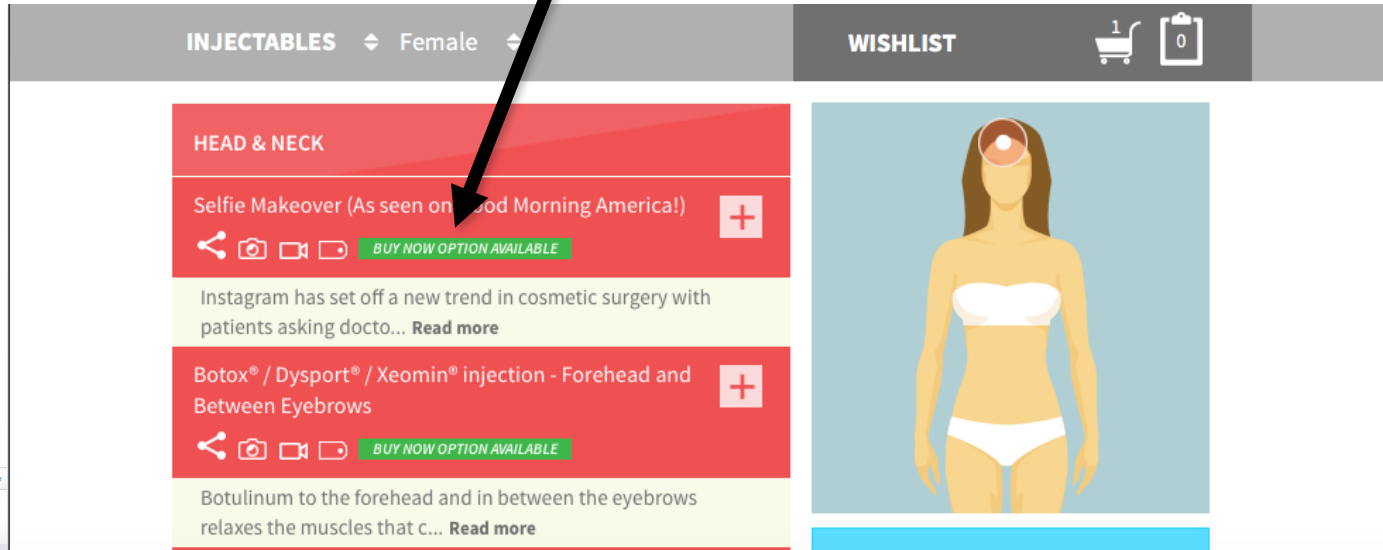
This study took place during the author's first year in private practice in a new city. An interactive price transparency platform (ie, cost estimator) was integrated into his website, allowing consumers to submit a "wishlist" of procedures to check pricing on these procedures of interest. However, the consumer must sub-

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.

PRICE TRANSPARENCY

Online Purchasing



PRICE TRANSPARENCY

Online Purchasing

PROMOS

Buy Now

300+ Online Purchases

TOTAL = \$100,000

PRICE TRANSPARENCY

Online Purchasing

Cyber Monday 2015

For 24 Hours, Various Specials Made Available for Purchase Online



TOT

\$13,600

PRICE TRANSPARENCY

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

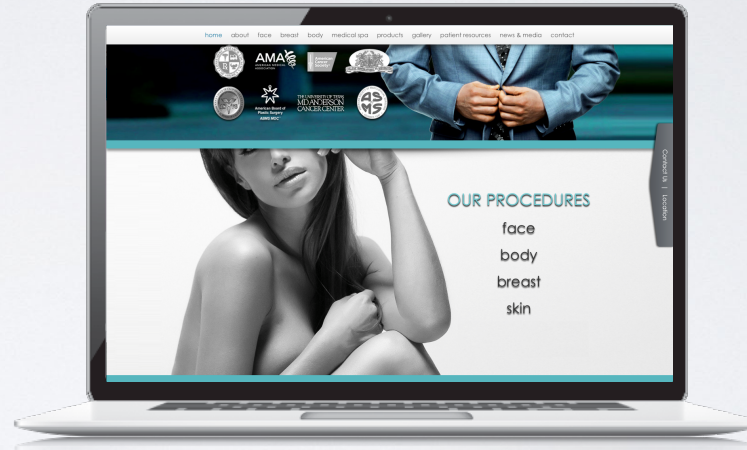
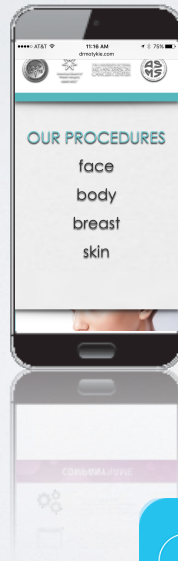
SEO “truth serum”

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

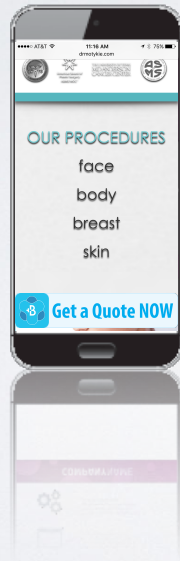
- Add a “Get a quote” button within your website



Get a Quote NOW

Marketing Your Price Transparency


- Add a “Get a quote” button within your website





PRICE TRANSPARENCY


Marketing Your Price Transparency

Blog Posts & Deep Links



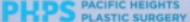
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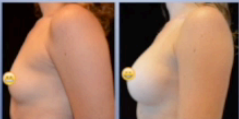

Home About Procedures Skin Specials Pricing Reviews Photos Blog Book Online 

Home > Blog > *A decrease in breast augmentation? Not good for Victoria's Secret!*

 Like  Tweet  G+ 2

A decrease in breast augmentation? Not good for Victoria's Secret!

November 11th, 2016 | Dr. Jonathan Kaplan / [No Comments »](#)

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

Before After
240cc Shaped Implants
[Check Pricing on BuildMy80d.com](#)

Yahoo News just published [this article](#) about the changing trends in breast shape and who that affects. Apparently the day of the "bodacious bonzos" are a thing of the past! More women are going for a more natural attainable look. With less need for highly structured bras versus simple bralettes, 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 bralettes 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 do not 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?!

PACIFIC HEIGHTS PLASTIC SURGERY

Online
Appointment
Booking

CLICK HERE

Follow Us:    

 [Subscribe](#)

iacifheightsplasticsurgery.com

Other Uses for Deep Links

- 1** *Blog posts*
- 2** *Google AdWords*
- 3** *Updating current “static” pricing pages*

PRICE TRANSPARENCY

Other Uses for Deep Links

[HOME](#) [DR. MOUNTCASTLE](#) [ABOUT US](#) [PROCEDURES](#) [PHOTOS](#) [REVIEWS](#) [TRAVEL](#) [RESOURCES](#) [BLOG](#) [CONTACT](#) [EN ESPAÑOL](#)

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

\$7,500 - \$9,500

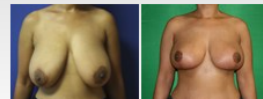
PLAN YOUR PROCEDURE



[Contact Us](#)

S	M	T	W	Th	F	S
					1	2
					3	
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

BREAST REDUCTION*



BREAST REDUCTION*



BREAST REDUCTION*



PRICE TRANSPARENCY

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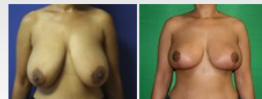
Breast Reduction - Risks and benefits of Breast Reduction

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

BREAST REDUCTION*



BREAST REDUCTION*



BREAST REDUCTION*



PLAN YOUR PROCEDURE



Contact Us

S	M	T	W	Th	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

PRICE TRANSPARENCY

Other Uses for Deep Links

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✉ | [SCHEDULE CONSULTATION](#)

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PRICE ESTIMATOR
Powered By: BuildMyBody™



[PROCEDURES](#) Female ↕

[WISHLIST](#)



UPPER BODY

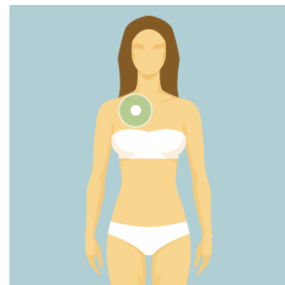
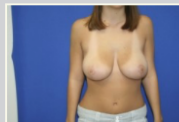
← [BACK](#)

Breast Reduction



A reduction is appropriate for very large, heavy breasts usually a DD cup size or greater. **INSURANCE** may cover this procedure if size, weight and symptomatic criteria are met. I accept all types of insurances including united, aetna, cigna, etc., all except kaiser and healthkeepers plus. top plastic surgeon in northern Virginia

Before & After Photos



▲ [BACK TO TOP](#)



Share



Before & After Photos



Video



Active Promo



CoolSculpting

Social Media

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Home

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Settings
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Home
About
Services
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Reviews
Videos
Procedure Pricing
Book an Appt
YouTube (New!)
Newsletter Sign Up
Likes
BuildMyBod Promos

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!

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 Following
 More

Book Now

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](#)

WISHLIST

0

[BACK TO TOP](#)

TV Advertising



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Trade Organizations

American Society of Plastic Surgeons



The screenshot shows the homepage of the American Society of Plastic Surgeons (ASPS) website. The browser address bar displays "Secure https://www.plasticsurgery.org". The website has a teal header with the ASPS logo on the left, a navigation menu in the center, and "Member Log In" and "For Medical Professionals" links on the right. The main content area features a large banner with a photo of a smiling woman and child. The banner includes the heading "Patient Safety", a paragraph about research and risks, and two call-to-action buttons: "Do Your Homework" and "Patient Safety".

Home Cosmetic Reconstructive Before & After Photos Find A Surgeon Patient Safety News About ASPS MORE

Member Log In
For Medical Professionals

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.

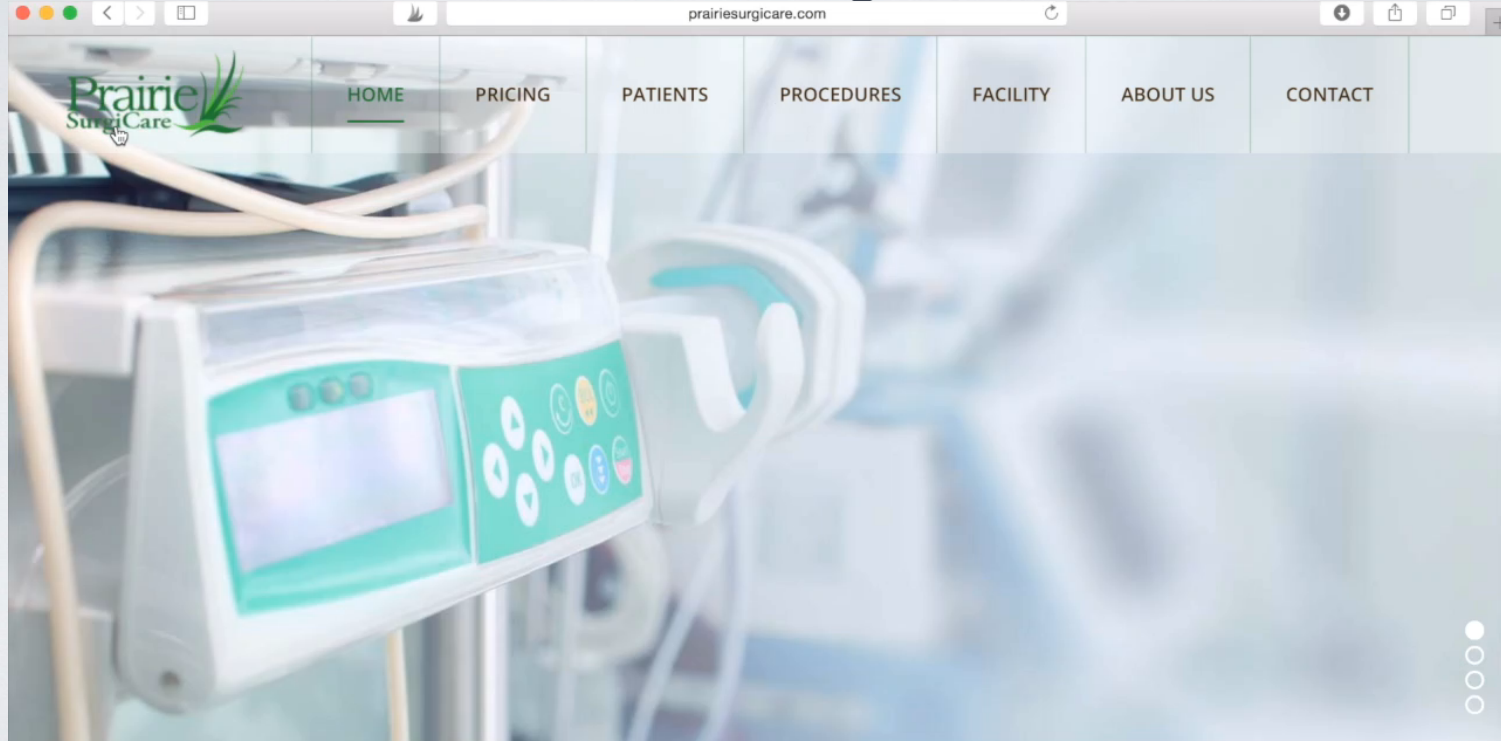
Do Your Homework

Patient Safety

PRICE TRANSPARENCY

Surgery Centers

Prairie SurgiCare



Accredited by

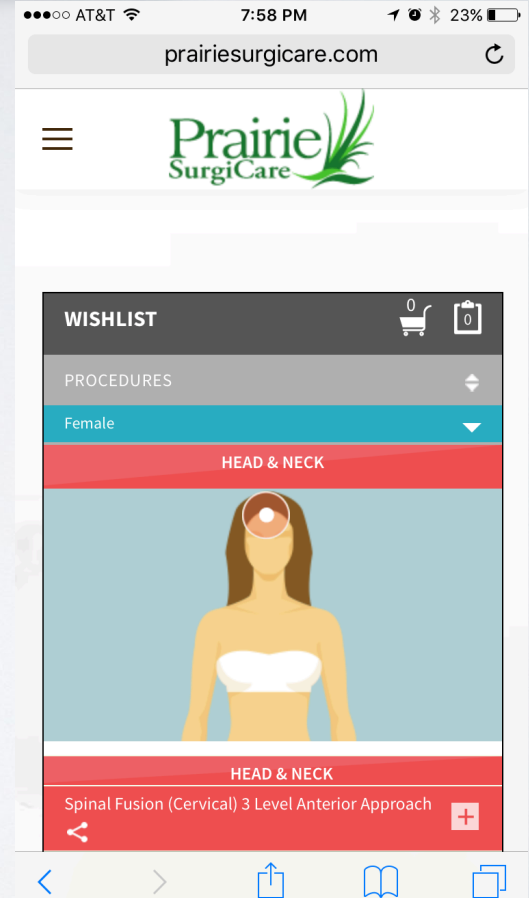
Everyone asks about price

Make it easier to answer

Capture contact info through all
channels

PRICE TRANSPARENCY

Capture contact info through all channels




PRICE TRANSPARENCY

Capture contact info through all channels

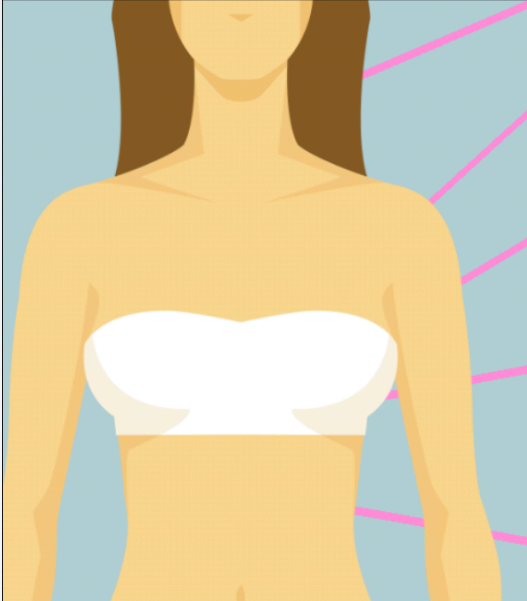


[<](#) Doctor

Product Selection

 View Wishlist

[<](#) Type Procedures



Coflex- 2 level

>

Spinal Cord Stimulator Trial
Lead Placement

>

Coflex - 1 level

>

Spinal Cord Stimulator
Placement- permanent leads
and battery

>

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Capture contact info through all channels



YouTube Search

Trinity Andrews 2 months ago
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
ohhhhhhhhhh ok thx so much for the information
Reply • 👍 🗨️ ❤️

C Flo 2 weeks ago
How much for the mommy make over?
Reply • 👍 🗨️ ❤️

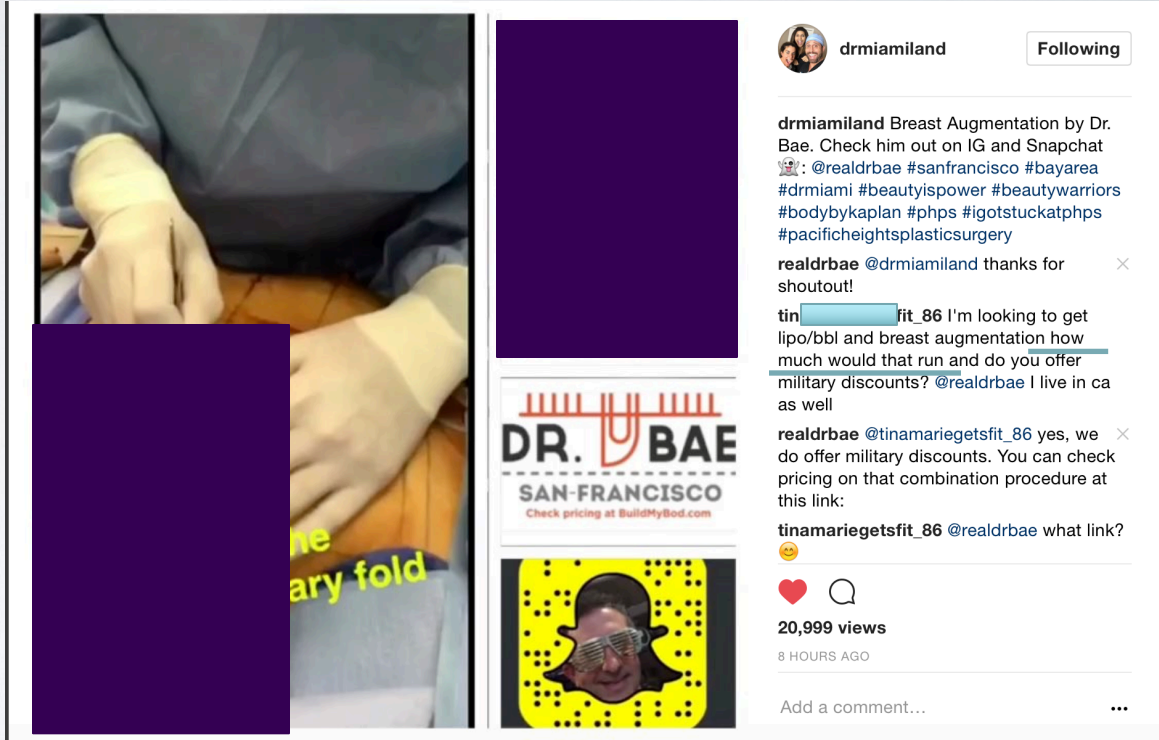
itsbarbiebitches24 2 days ago
When you transfer that fat to the butt check if she decide to workout will she lose that fat?
Reply • 👍 🗨️ ❤️

Who is C Flo?

PRICE TRANSPARENCY

Capture contact info through all channels



An Instagram post from the account 'drmiamiland'. The main image shows a person's hands in yellow surgical gloves performing a procedure on a patient's chest. A large purple rectangular redaction box covers the lower-left portion of the image. Below the main image is a smaller image of a Snapchat filter featuring a man's face with glasses and the text 'DR. BAE SAN-FRANCISCO' and 'Check pricing at BuildMyBod.com'. The post's caption reads: 'Brest Augmentation by Dr. Bae. Check him out on IG and Snapchat 📸: @realdrbae #sanfrancisco #bayarea #drmiami #beautyispower #beautywarriors #bodybykaplan #phps #igotstuckatphps #pacificheightsplasticsurgery'. Below the caption are two comments: one from 'realdrbae' thanking 'drmiamiland' for a shoutout, and another from 'tin_fit_86' asking about pricing for lipo/bbl and breast augmentation, including a link to a website. The post has 20,999 views and was posted 8 hours ago.

drmiamiland Breast Augmentation by Dr. Bae. Check him out on IG and Snapchat 📸: @realdrbae #sanfrancisco #bayarea #drmiami #beautyispower #beautywarriors #bodybykaplan #phps #igotstuckatphps #pacificheightsplasticsurgery

realdrbae @drmiamiland thanks for shoutout!

tin_fit_86 I'm looking to get lipo/bbl and breast augmentation [how much would that run and do you offer military discounts?](#) @realdrbae I live in ca as well

realdrbae @tinamariegetsfit_86 yes, we do offer military discounts. You can check pricing on that combination procedure at this link:

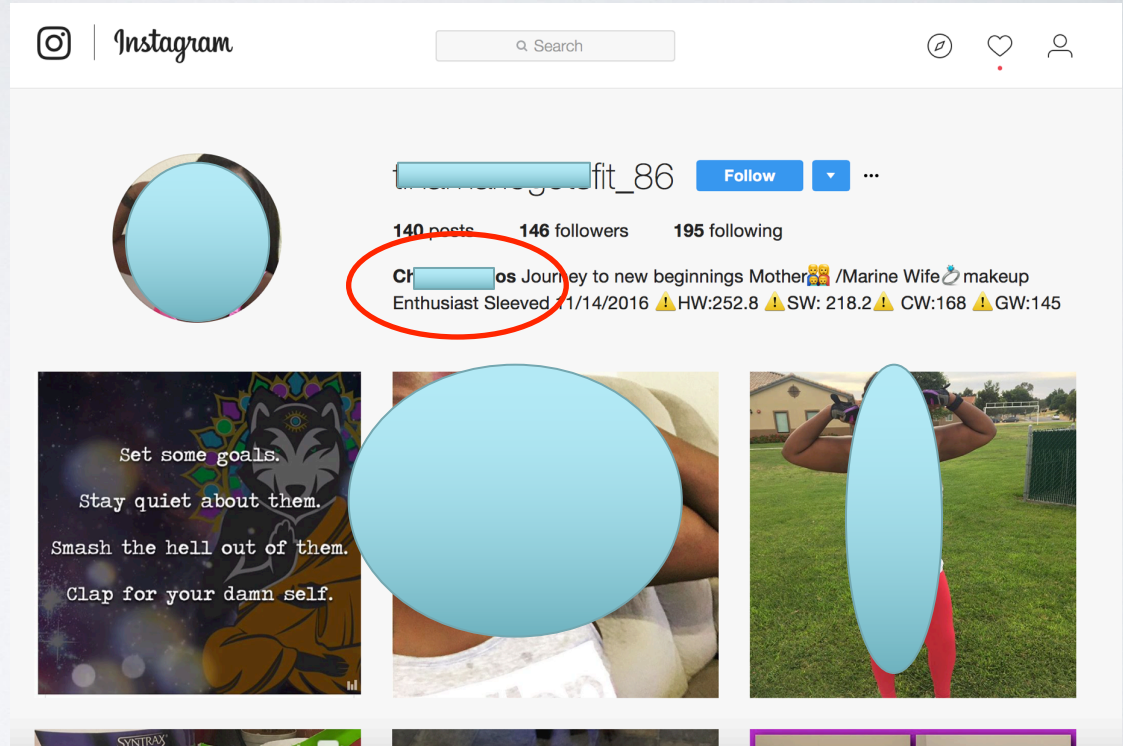
tinamariegetsfit_86 @realdrbae what link?

20,999 views
8 HOURS AGO

Add a comment...

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Capture contact info through all channels



PRICE TRANSPARENCY

Capture contact info through all channels

Dear Ch[REDACTED]ps,

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 - \$8,000

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) [REDACTED] 1. You will be contacted via email at [Rid\[REDACTED\]hoo.com](mailto:Rid[REDACTED]hoo.com) or by phone at (646) [REDACTED] 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

PRICE TRANSPARENCY

CONCLUSION

- 1** *No better “**carrot**” to capture complete contact info than price*
- 2** ***Build your email database** for future email marketing (200 to over 7,000 in 4 years!)*
- 3** ***With an e-commerce platform for non-surgical services** capture dollars, not just leads!*

PRICE TRANSPARENCY

CONCLUSION

4

Static menus can cost “tens of thousands of dollars”* without generating leads

**Shopping for Surgery, Outpatient Surgery Magazine, June 2015*

5

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

6

If [healthcare.gov](https://www.healthcare.gov) can show costs, so can you!


PRICE TRANSPARENCY


Check this out!
Introducing...
Pricing Assistant!


PRICE TRANSPARENCY

Make sure you're getting paid what you're worth!

Carpal Tunnel

	USA	\$112.48
	Average:	Above
	\$2,787.52	Average


	South	\$608.91
	Average:	Above
	\$2,291.09	Average

	FL	\$1,325.00
	Average:	Above
	\$1,575.00	Average


PRICE TRANSPARENCY

Make sure you're getting paid what you're worth!

Lumbar Epidural

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


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


	PA Average: \$760.00	\$60.00 Above Average
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PRICE TRANSPARENCY

Make sure you're getting paid what you're worth!

Lower Extremity U/S

	USA Average: \$268.00	\$32.00 Above Average
---	-----------------------------	-----------------------------


	South Average: \$313.33	\$13.33 Below Average
---	-------------------------------	-----------------------------


	TX Average: \$312.50	\$12.50 Below Average
---	----------------------------	-----------------------------


PRICE TRANSPARENCY


Make sure you're getting paid what you're worth!

Upper GI Endoscopy

	USA	\$954.00
	Average:	Below
	\$1,154.00	Average

	South	\$928.00
	Average:	Below
	\$1,128.00	Average


	TX	\$1,000.00
	Average:	Below
	\$1,200.00	Average


	15 mile	\$1,000.00
	Average:	Below
	\$1,200.00	Average


PRICE TRANSPARENCY


Make sure you're getting paid what you're worth!


Arthroscopic ACL Repair

	USA	\$1,767.00
	Average:	Below
	\$8,867.00	Average

	South	\$65.00
	Average:	Above
	\$7,035.00	Average

	OK	\$53.33
	Average:	Above
	\$7,046.67	Average


	15 mile	\$55.00
	Average:	Above
	\$7,045.00	Average


	73114	\$55.00
	Average:	Above
	\$7,045.00	Average


PRICE TRANSPARENCY


Make sure you're getting paid what you're worth!


Adult Monthly
Membership Fee
DPC/Concierge
Medicine

	USA Average: \$68.45	\$30.55 Above Average
---	----------------------------	-----------------------------

	South Average: \$63.19	\$35.81 Above Average
---	------------------------------	-----------------------------

	OK Average: \$66.44	\$32.56 Above Average
---	---------------------------	-----------------------------


	15 mile Average: \$94.67	\$4.33 Above Average
---	--------------------------------	----------------------------


	73072 Average: \$94.67	\$4.33 Above Average
--	------------------------------	----------------------------


PRICE TRANSPARENCY


Make sure you're getting paid what you're worth!


Breast Augmentation

	USA	\$8.03
	Average:	Above
	\$6,316.97	Average

	West	\$449.08
	Average:	Below
	\$6,774.08	Average

	CA	\$575.00
	Average:	Below
	\$6,900.00	Average

	15 mile	\$147.33
	Average:	Below
	\$6,472.33	Average

	92121	\$41.50
	Average:	Above
	\$6,283.50	Average

PRICE TRANSPARENCY

**Anyone can do this
with their existing website**

Ask me how!

PRICE TRANSPARENCY

QUESTIONS



jonathan@buildmybod.com