

A private clinic pricing page is more than a list of fees. It helps patients decide whether they can afford care, understand what they are paying for and know what happens next. Done well, it can reduce uncertainty before a patient books. Done poorly, it can create surprise costs, undermine trust and leave people unsure whom to contact.

That makes trust a commercial asset. Patients are more likely to proceed when a clinic explains its prices clearly and consistently, rather than asking them to piece together costs from several pages or discover them after an appointment. The goal is not to make every treatment price look simple. It is to make clear what is known, what may vary, and when the clinic will confirm the full cost.



Before reviewing the page, ask the practical question: **what happens after the first appointment?** A patient needs to understand the likely steps after assessment, as well as the price of the first consultation. Your pricing page should connect the initial fee to the wider care journey without suggesting that every patient will need the same treatment.

Start with what the patient is paying for

Put the most useful information near the top of the page: the consultation fee, what it includes, whether follow-up appointments cost extra and how treatment costs are handled. Avoid making patients search through FAQs, booking screens and separate treatment pages to find the total likely commitment.

A headline such as "consultations from £X" is not enough on its own. Explain what the starting price covers and what it does not. For example, say whether it includes a clinical assessment, review of relevant records, a written plan or a follow-up discussion. If there are limits, state them plainly.

Instead of vague wording such as "fees may apply", explain which service carries the fee and when it is charged. Instead of "prices vary depending on your needs", say which factors can change the price and when the patient will receive a specific estimate.

Separate fixed from variable charges

Patients do not need every possible price displayed as a guaranteed quote. They do need to distinguish fixed fees from costs that depend on clinical findings or choices made later. A clear **fixed vs variable charges** explanation helps avoid both false certainty and unhelpful vagueness.

Charge type	What to explain	Example wording
Fixed	The set price, what it includes and any time or service limits	"The initial consultation costs £X and includes a clinical assessment lasting up to Y minutes."
Variable	What affects the price and when the patient will receive an estimate	"The cost of treatment depends on the plan agreed after assessment. We will provide an itemised estimate before you decide whether to proceed."
Optional	Whether the service is genuinely optional and its price	"A follow-up appointment is available for £X if clinically appropriate."
External or additional	Whether another provider, test, medicine or product may charge separately	"Laboratory fees are charged separately; we will explain the expected cost before arranging a test."

Do not label a charge "optional" if a patient must pay it to access the treatment they have been offered. Likewise, do not present an introductory price without explaining when the standard fee applies. If prices differ by clinician, location or appointment type, identify those differences rather than burying them in a footnote.

Give a useful consultation fee breakdown

A **consultation fee breakdown** should tell patients what they can expect during the appointment and what they will receive afterwards. "Consultation" can mean anything from a brief screening call to an in-depth assessment, so the label alone does not help patients compare services.

Consider specifying:

- the appointment length and whether it is in person, by video or by phone;
- whether the fee includes a history-taking discussion and clinical assessment;
- whether existing records or test results will be reviewed;
- whether the clinician will discuss options and explain a recommended next step;
- whether a written summary, prescription or care plan is included, if relevant;
- whether any tests, medicines, procedures or follow-up appointments are charged separately;
- what happens if the appointment overruns or needs to be rearranged.

Be precise about the purpose of the appointment. Avoid implying that paying for an assessment guarantees a diagnosis, prescription, procedure or particular outcome. The clinician's role is to assess the patient and use their clinical judgement to recommend an appropriate course of action. The patient should know what the fee covers even if the assessment concludes that a proposed treatment is unsuitable.



Explain assessment and clinical judgement

Patients often want to know whether they can book a specific treatment straight away. In many clinical settings, suitability cannot be confirmed until a clinician has reviewed the patient's history, symptoms and relevant records. Explain this before payment, not only in a consent form or after the consultation.

Describe the assessment process in plain English. For example: what information the patient should provide, whether records or test results are needed, who reviews them, and whether an additional appointment may be required. If treatment is not appropriate, explain what the consultation fee still pays for and what alternative next steps may be discussed.

This is also where the clinic can explain that treatment recommendations are made case by case. Avoid promising results or implying that a particular option will be offered before assessment. The General Medical Council (GMC) sets professional standards for doctors, including communicating honestly and supporting informed decisions. A pricing page is not a substitute for clinical advice or professional guidance, but its wording should not create expectations that a clinician cannot responsibly guarantee.

Map prices across the full care journey

Transparent pricing means showing how costs may build from first contact through to follow-up. It does not mean predicting every clinical decision in advance. A simple journey map can help patients understand the stages and distinguish confirmed fees from estimates.

1. **Before booking:** show the consultation fee, appointment format and cancellation or deposit terms.
2. **At assessment:** explain what the fee includes and whether additional tests or records are needed.
3. **After assessment:** describe how the clinician will discuss options and provide any treatment estimate.
4. **Before treatment:** state that the patient will receive the relevant costs and have an opportunity to ask questions before agreeing.
5. **During follow-up:** explain the likely review schedule where known, and how follow-up appointments or ongoing services are charged.

Use a clear answer to the question **"when costs are confirmed"**. For example: "Your consultation fee is confirmed at booking. If the clinician recommends treatment with a variable cost, we will provide an itemised estimate after

assessment and before you decide whether to proceed.” Adapt this to your actual process. Do not say an estimate will be provided if the clinic cannot reliably provide one at that stage.

Where the total cost depends on the number of sessions, products or clinical findings, explain the factors. If appropriate, show a typical range, but state what that range is based on and what could make the final amount higher or lower. A range without context can be as confusing as no price at all.

Make treatment options understandable, not overwhelming

Patients need enough information to compare options, not a catalogue of every clinical variation. Present the main routes in plain language, then link to more detailed information for people who want it. Explain differences that affect the patient: the purpose of each option, the typical number of visits if known, the main cost drivers and whether a clinician must first confirm suitability.

A short comparison table can work well, provided it does not imply that the options are interchangeable or that every patient is eligible. Avoid unexplained [clinic follow-up appointment purpose](#) clinical terminology and long lists of add-ons before the patient understands the core service.

For instance, a clinic might distinguish an initial assessment, a treatment appointment and a review appointment, with separate descriptions and prices. The clinical details will vary by specialty, but the principle is the same: help patients see what each fee relates to and which decisions require professional assessment.

Make the clinic website and online booking process agree

The clinic website should present prices in one consistent place, with links from relevant service pages. Check that the online booking process repeats the correct fee, appointment type and payment terms before the patient confirms. A patient should not see one price on the pricing page and a different one at checkout without a clear explanation.

Show whether payment is taken in full, whether a deposit is required and when the balance is due. Include the cancellation, rescheduling and refund policy in accessible language. If the patient must contact the clinic to confirm eligibility or a price, provide the right contact channel and expected response time. After payment, make it clear how the clinic will follow up and where the patient can ask questions.

Patients may compare clinics such as Releaf when researching a particular area of care, or look at payment support from businesses such as Funding Guru. Mentioning a provider on a clinic website should never imply that finance is required or that approval is guaranteed. If finance or payment plans are offered, explain eligibility, interest or fees, repayment terms and who provides the credit. Keep that information distinct from the clinical fee so patients can understand both the cost of care and the cost of borrowing.

Common pricing-page gaps to fix

- **“Prices from...” with no explanation:** name the service the starting price applies to and what may increase the cost.
- **Follow-up fees hidden elsewhere:** show them alongside the initial consultation fee or link directly to them.
- **Unclear inclusions:** state whether tests, reports, prescriptions, products or reviews are included.
- **Unexplained variable charges:** identify the factors that affect the total and when the clinic will confirm it.
- **Different prices across pages:** check the website, booking journey, confirmation emails and staff scripts together.

- **No next step after payment:** tell the patient who will contact them, when, and how to reach the clinic.

A practical pre-publication checklist

Before publishing or updating a pricing page, review it from the patient's point of view. Can someone understand the cost of the first appointment, what it includes, what could cost extra and what happens afterwards—without calling the clinic to decode the wording?

- Are fixed fees and variable charges clearly distinguished?
- Does the consultation fee breakdown describe the service, not just the appointment name?
- Have you explained when costs are confirmed and whether estimates are binding or provisional?
- Are treatment options explained without implying guaranteed suitability or outcomes?
- Are cancellation, deposit and payment terms easy to find?
- Do the clinic website and online booking process show consistent information?
- Does the page explain what happens after the first appointment and how patients can contact the clinic?

A strong pricing page will not remove every uncertainty: clinical care requires assessment, and recommendations may differ between patients. It can, however, remove avoidable uncertainty about fees, inclusions and next steps. Clear prices are not simply a marketing detail. They are part of helping patients make informed decisions—and of building the confidence that makes a sustainable clinic possible.