Dr. Jen Faber
INTRODUCTION

This guide is designed to help you create your own specific value meter, so you can gauge your house call value and why that will build the framework to not only stand out but charge more for your services.

So let’s look at the 3 parts of this value meter...

What I’m going to do is explain why each part can boost your value, and map out how to get your value meter score, which will help provide the baseline of how much more you can charge with house calls.

Now in each meter, I want you to identify 1-3 qualities that you can do to provide value to your patients or clients.

You’re really looking to fill up these meters as much as you can.

The more qualities you determine, the higher your value score, meaning the more you can charge for your house calls.
1. CONVENIENCE

Now remember in video #1 we talked about how people will gladly **pay more for convenience** and how bringing your services to them will instantly make their lives simpler and easier.

So what’s great about part #1 of the value meter is that no matter what type of house call practice you have, your location, or the services you provide, convenience will always be a part of what you do just by the inherent nature of house calls.

Use the suggestions below as ideas for qualities around convenience and what it means to you and your community.

Count every “quality” as 1 point.

1pt

- Do you live a city where people have to deal with rescheduling work meetings to get to you? [ ]
- Do you work live in a smaller town where people have to leave their own place of business for care? [ ]
- Do you work with a lot of families and the parents have to manage packing up all of their kids in the mini-van to see you? [ ]

Now this part is something I believe you can fill up pretty quickly and I’ll give you some ideas in the download to spark ways to think about convenience, because when you can take these hassles out of the lives of your patients and clients, they will gladly pay you more for your service.
2. **TIME**

A lot of freedom-seeking health and wellness professionals love the concept of house calls because they can offer more face time than what they could in the confines of a high volume practice.

Now time is optional. I get the question all of the time of “how long should my house call appointments be?” What’s awesome about house calls is that you can choose!

It’s about choosing the right amount of time that’s perfect for you, which is why this exercise is powerful.

The more time you offer per appointment, the higher your value goes, which means you can charge more.

Here’s how you score this section:

If your house calls will be the same as your in-office appointments, that’s 1 pt.

If your house calls will be 2x as your in-office appointments, that’s 2 pts. If your house calls will be 3x as your in-office appointments, that’s 3 pts.

1pt

- Same length as in-office
- 2x longer compared to in-office
- 3x longer compared to in-office
3. SERVICE

This quality is really similar and complimentary to time. If you want to offer longer appointments, then odds are you want to also provide more services to your patients or clients. The two go hand in hand, but I separate them because they have their own unique value.

You could want longer appointments just so you can go at a slower pace and have more time to converse with a patient.

Or you could want longer appointments to offer the services that you don’t have the luxury of time to do in an office setting.

Here’s how you score this section:

If your house calls services will be the same as your in-office appointments, that’s 1 pt.

If you plan to include additional services with house calls, add 1 pt for each service.

1pt

Same service as in-office

Additional service #1

Additional service #2
YOUR VALUE SCORE

So here’s what your score means to you...

Add up your points from all 3 parts of the value meter.

**If you score anywhere from a 1-5, then you can charge 50-100% more for your services.**

**If you score anywhere from a 5-9, you can charge 100-200% more for your services.**

Then use this range, based on your score, to determine your house calls fees.

---

**Total Possible Points = 9**

Let’s use an example to run the numbers. If you have a value meter score of 7 and charge $50 per appointment in an office, you can use the value meter as a basis to now charge $100 per appointment.

If all you did was double your fees with house calls, your income can double because of the added value!
CONCLUSION

Building a practice doesn’t have to be complicated. And remember, your patients or clients actually want to pay you more for the value you’re going to offer them.

Think about the impact that would have when you start to schedule more house call appointments and see that you’re able to make an extra 50%, 75%, 100% more per appointment.

And furthermore, think about the compounding impact that would have when you can fill your practice and make great money on 5, 10, 15 appointments a day.

It adds up a profit momentum where you can make the same money in 10 appointments, as what you did in 20, 30, or even 40, all while providing incredible value to the people you serve.

Play with the numbers and think about how many people you see a day and how your profit can transform by providing more value through house calls.

When you structure your practice with a profit path like this, you’re immediately going to have a game plan to stand out and have a profit path for your house call practice, so you can generate a great income for yourself in a matter of weeks, not years like we’re being told.

In the next video I’m going to pull back the curtain and I’m going to share my entire house call practice blueprint and we’re going to build on the strategies we discussed here to show you how to effectively market house calls so you stand out instantly.
And here’s the crazy thing, I’m even going to show you how marketing less will actually be the secret to getting more house call appointments booked, pretty significantly.

Plus, you’re going to discover the key differences of managing a house calls practice vs a traditional practice, so you can eliminate a ton of busywork, and I’m going to include a download of the entire blueprint, so you can review it whenever you need.

So if you’re someone who has a practice but can’t get it to grow to that next level or you want to start your own practice with the stress or headache, but have no idea how to grow it, then this is going to give you the exact track to run on.

Remember, this is all about how house calls can provide the opportunity for you to work less and make more, while providing better care for the people you serve.

And if you’re looking for a way to stabilize your practice and stand out in the marketplace, so it’s easier to get appointments, then this is your roadmap to the perfect practice model that will give you more success and more freedom.