Unbundling Doesn’t Happen Overnight

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LEARNING OBJECTIVES

Number One:
List three alternative pricing strategies to the traditional bundled model.

Number Two:
Explain the advantages to the patient with an unbundled pricing model.

Number Three:
Identify one of the initial steps required for a practice to implement an itemized, unbundled, or hybrid pricing system.

Definitions

Bundled Pricing
Charging one price under a single code for a device, multiple services, and follow-up care.

Example
BTE Hearing Aid: V5257 $5,000

Itemized Pricing
Charging one price, but listing each device and all services on a date of service.

Example
BTE Hearing Aid: V5257 $5,000
Hearing aid evaluation, 1 behind-the-ear (BTE) hearing aid, Electroacoustic analysis, Fitting/orientation/checking of a hearing aid, Dispensing fee, Trial Period, Service plan for X years which may include: all hearing aid appointments, warranties, batteries, etc., Earmold impression, Earmold

Unbundled Pricing
Separating each device and service with associated costs, for each date of service.

Example
1 behind-the-ear (BTE) hearing aid: V1237 SXXX
Electroacoustic analysis: V2034 SXXX
Fitting/orientation/checking a hearing aid: V3911 SXXX
Dispensing fee: V1600 SXXX
Earmold, if applicable: V1345 SXXX
Batteries, if applicable: V2636 SXXX
Accessories, if applicable: V5807 SXXX

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Hybrid Pricing
Having both bundled and unbundled options in the same practice.

May be helpful with insurances that have coverage for amplification.

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Advantages of Unbundling
For the Patient

Transparent
Shows the cost of the device
Shows the value of the provider
Less up-front cost

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Advantages of Unbundling
For the Clinic

Payment for all appointments prior to the hearing aid fitting
Ongoing daily cash flow
Predictable cash flow
Requires evidenced-based, best-practices

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Income collected pre- and post-treatment

Expanded services can be offered

Mimics medical model

Steps to Unbundle

Determine Hourly Rate:
• Break-Even
• Profit

Code all devices and services

Set a time for all appointments

Steps to Unbundle

Apply a cost to all appointments

Review insurance contacts

Adjust costs, as needed

Thank you!

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