Five Reasons to List Medical Prices Online

By Gabriel Perna
"You capture their contact information [and procedures they are interested in undergoing] and you can sync [this information] to your email database," Kaplan says.
Reduce Sticker Shock

No more patient angst over crazy medical bills, after the fact. Plus, even if it's just an estimate, giving patients a price allows them to potentially get pre-approved for financing (if need be).
Educate Patients

Capturing patient information allows the doctor to contact them to follow up on services they're interested in. This kind of follow up can help patients understand why things may cost more — or less — than they originally thought.
Marketing the Right Patients

Other ways to boost your patient intake are not as effective. "If you buy an e-mail list, you don't know if it's the right demographics, if the e-mail addresses are good," Kaplan said. Listing medical prices — and in doing so, capturing potential patient data — gets you people who are looking for what you are offering.
Improve Your SEO

By listing patient prices on your practice website, you'll have people spend more time on the website. In turn, this will improve your search engine optimization (SEO) and help other patients discover your practice website when they are searching for the procedures you offer.