

# Physio Voice — Investment ROI Summary

Prepared February 25, 2026 · Per clinic · ~1,000 appointments/month per clinic · 2,000–3,000 total across all clinics · Ontario

## WHERE THE VALUE COMES FROM — PER CLINIC, PER YEAR

Value Driver	Monthly	Annual	How It's Calculated
<b>Scheduling labour freed up</b>	\$987	\$11,840	37% of \$32,000 receptionist salary
<b>Staff retention value</b>	\$167	\$2,000	Annualised turnover risk · \$3,000–5,000 to replace one receptionist in Ontario
<b>After-hours bookings captured</b>	\$2,400	\$28,800	20 sessions/month recovered · \$120/session · appointments otherwise lost to competitors
<b>No-show reduction</b>	\$1,200	\$14,400	10 sessions/month recovered via AI reminders · \$120/session avg
<b>Net new patient lifetime value</b>	\$2,880	\$34,560	3 new patients/month captured after-hours · 8 sessions avg LTV · \$120/session
<b>Total value per clinic</b>	<b>\$7,634</b>	<b>\$91,600</b>	

## YOUR OPTIONS — CHOOSE THE SCOPE THAT WORKS FOR YOU

SCENARIO A	SCENARIO B	SCENARIO C		
<b>Core Efficiency</b>	<b>Growth Engine</b>	<b>Full Value</b>		
<b>\$1,050</b>	<b>\$1,430</b>	<b>\$2,290</b>		
/ month · \$12,600/year	/ month · \$17,160/year	/ month · \$27,480/year		
✓ Labour freed up	✓ Labour freed up	✓ Labour freed up		
✓ Staff retention value	✓ Staff retention value	✓ Staff retention value		
✓ After-hours captured	✓ After-hours captured	✓ After-hours captured		
Monthly fee	<b>\$1,050/mo</b>	Monthly fee	<b>\$1,430/mo</b>	<b>\$2,290/mo</b>
You keep	<b>\$29,640/yr</b>	You keep	<b>\$39,880/yr</b>	<b>\$64,120/yr</b>
Payback	<b>~17 months</b>	Payback	<b>~13 months</b>	<b>~8 months</b>
Labour + Revenue Recovery				
+ No-Show Recovery				
Full Value Capture				

## ADD-ONS — AVAILABLE WITH ANY SCENARIO

Add-On	Monthly Fee	What's Included
<b>Support &amp; Maintenance</b>	<b>\$350/month</b>	24/7 monitoring & alerting · bug fixes & platform updates · priority 4-hr response · monthly health check
<b>Data &amp; Intelligence Reporting</b>	<b>\$250/month</b>	Peak demand & booking pattern analysis · no-show correlations · after-hours recovery rate · monthly performance dashboard

## MULTI-CLINIC EXPANSION PRICING

Item	Implementation Fee	Monthly Platform Fee	Notes
<b>Clinic 1</b>	<b>\$18,000</b>	Your chosen scenario	Full implementation + forward deployed engineering
<b>Each additional clinic</b>	<b>\$9,000</b>	Full price	System already built — faster deployment · same value delivered per clinic
<b>Example: 3 clinics at Scenario B</b>	<b>\$36,000 total</b>	<b>\$4,290/month</b>	Clinic 1: \$18k + Clinics 2 & 3: \$9k each · monthly fee unchanged — same ROI per clinic

## PAYMENT STRUCTURE

Phase	Item	Amount	When	Notes
<b>Phase 1 One-Time</b>	Deposit — project kickoff (50%)	<b>\$9,000</b>	Before work begins	Covers build, Cal.com integration & on-site setup
	Final payment — go-live (50%)	<b>\$9,000</b>	On delivery & sign-off	Paid only when the system is live and working
	<b>Total Implementation — Clinic 1</b>	<b>\$18,000</b>	One-time	Forward deployed engineering included
	<b>Each additional clinic</b>	<b>\$9,000</b>	Per clinic	System already built — 50% off deployment cost only
<b>Phase 2 Monthly</b>	Platform fee — per clinic	<b>Scenario above</b>	Starts at go-live	Full price per clinic — same value delivered per clinic
	Support & maintenance	<b>\$350/month</b>	Ongoing	Billed monthly alongside platform fee
	Data & intelligence reporting	<b>\$250/month</b>	Optional	Add any time after go-live

## WHAT YOUR TEAM GETS BACK

Right Now Your Team Spends Their Day On...

**Answering the same booking calls on repeat**

Manually checking availability while juggling the front desk

**Missing after-hours calls — those patients call a competitor**

No visibility into booking patterns or peak demand

**~37% of the day on tasks a machine can handle**

With Physio Voice They Spend It On...

**Intake quality, patient check-ins and the human side of care**

**Billing, insurance follow-ups and work that moves the clinic forward**

**Every booking captured automatically, 24/7**

**Monthly intelligence reports to run the clinic smarter**

**More capacity for the work only a person can do**

Estimates based on Ontario market rates and physiotherapy industry benchmarks. Figures are per clinic. Multi-clinic pricing available on request.