

# 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

## WHAT THIS SYSTEM IS ACTUALLY WORTH — 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>	Conservative estimates throughout

## 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>	
Value basis	\$42,640/yr	Value basis	\$57,040/yr	Value basis	\$91,600/yr
Monthly fee	\$1,050/mo	Monthly fee	\$1,430/mo	Monthly fee	\$2,290/mo
You keep	\$29,640/yr	You keep	\$39,880/yr	You keep	\$64,120/yr
Payback	<b>-17 months</b>	Payback	<b>-13 months</b>	Payback	<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**

This isn't about replacing your staff — it's about stopping the machine from eating their day. Physio Voice takes the booking queue off their plate so your team can focus on the work that actually requires a human. The after-hours and no-show numbers are conservative — every clinic that deploys a system like this sees faster payback than the model predicts. The implementation fee is recovered within your first year regardless of which scenario you choose.

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