

# Physio Voice — Investment Proposal

Prepared February 26, 2026 · Per clinic · ~1,000 appointments/month per clinic · 2,000–3,000 total across all clinics · Ontario

Physio Voice is the first step in a phased automation of your clinic operations. The MVP focuses on the highest-impact, lowest-risk starting point — scheduling, after-hours coverage, and no-show reduction. Each phase that follows builds on a live, proven foundation rather than committing to a system that hasn't been tested in your environment. Billing, insurance, and intake automation are on the roadmap — scoped properly after we know your systems.

## AUTOMATION ROADMAP

Phase	Scope	Status	Outcome
Phase 1 — MVP	AI voice scheduling · after-hours coverage · no-show reminders · Cal.com integration	This proposal	Booking queue fully automated · 24/7 coverage · measurable revenue recovery
Phase 2	Patient intake form automation · check-in workflow	Post-MVP	Scoped after Phase 1 go-live once intake system is mapped
Phase 3	Billing & insurance processing automation	Post-MVP	Complex compliance requirements — dedicated discovery session required
Phase 4	Full front-desk automation across all clinic locations	Post-MVP	Built on learnings from Phases 1–3 · receptionist capacity fully redirected

## PHASE 1 VALUE — PER CLINIC, PER YEAR

Value Driver	Monthly	Annual	How It's Calculated
Scheduling labour freed up	\$987	\$11,840	37% of \$32,000 receptionist salary
After-hours bookings captured	\$2,400	\$28,800	20 sessions/month recovered · \$120/session · appointments otherwise lost to competitors
No-show reduction	\$1,200	\$14,400	10 sessions/month recovered via automated reminders · \$120/session avg
Net new patient lifetime value	\$2,880	\$34,560	3 new patients/month captured after-hours · 8 sessions avg LTV · \$120/session
Total value — Phase 1 MVP	\$7,467	\$89,600	

YOUR INVESTMENT

MONTHLY PLATFORM FEE	YOU KEEP	PAYBACK PERIOD
<div>\$2,290</div> <div>per clinic / month · \$27,480/year</div>	<div>\$62,120</div> <div>per clinic / year after platform fee</div>	<div>~8 months</div> <div>on implementation investment</div>

What's included in the monthly platform fee

- ✓ 24/7 AI voice scheduling — inbound & after-hours
- ✓ Cal.com calendar integration across all clinic locations
- ✓ Automated appointment reminders to reduce no-shows
- ✓ Live call handoff to staff when human judgment is needed
- ✓ Continuous system improvement — the platform learns and adapts as your clinics grow

ADD-ONS — AVAILABLE AT ANY TIME

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

ENGAGEMENT TERMS

Term	Detail
Minimum commitment	12-month initial term from go-live date. Rolls to month-to-month after the initial term.
Platform licensing	The Physio Voice platform is licensed to the client — not sold. The system continues to run as long as the platform fee is active.
Early termination	Exit before the 12-month term is complete is subject to the remaining balance of the annual platform fee.
One-time build (no platform)	Available on request. Priced separately to reflect full value transfer. Contact us to discuss.

MULTI-CLINIC EXPANSION

Item	Implementation Fee	Monthly Platform Fee	Notes
Clinic 1	\$18,000	\$2,290/month	Full implementation + forward deployed engineering
Each additional clinic	\$9,000	\$2,290/month	System already built — faster deployment per location
Example: 3 clinics	\$36,000 total	\$6,870/month	Clinic 1: \$18k + Clinics 2 & 3: \$9k each · full platform fee per clinic

PAYMENT STRUCTURE

Phase	Item	Amount	When	Notes
Phase 1 One-Time	Deposit — project kickoff (50%)	\$9,000	Before work begins	Covers build, Cal.com integration & on-site setup
	Final payment — go-live (50%)	\$9,000	On delivery & sign-off	Paid only when the system is live and working
	Total — Clinic 1	\$18,000	One-time	Forward deployed engineering included
	Each additional clinic	\$9,000	Per clinic	50% off — system already built
Phase 2 Monthly	Platform fee — per clinic	\$2,290/month	Starts at go-live	12-month initial term · clock starts at go-live, not before
	Support & maintenance	\$350/month	Ongoing	Billed monthly alongside platform fee
	Data & intelligence reporting	\$250/month	Optional	Add any time after go-live

WHAT YOUR TEAM GETS BACK — PHASE 1

Right Now Your Team Spends Their Day On...	With Physio Voice They Spend It On...
Answering the same booking calls on repeat	Intake quality, patient check-ins and the human side of care
Manually checking availability while juggling the front desk	Billing, insurance follow-ups and work that moves the clinic forward
Missing after-hours calls — those patients call a competitor	Every booking captured automatically, 24/7
No visibility into booking patterns or peak demand	Monthly intelligence reports to run the clinic smarter
~37% of the day on tasks a machine can handle	More capacity for the work only a person can do — for now

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

\* Telephony usage (inbound call costs via Twilio) is billed at cost monthly — typically \$40–60 CAD/month per clinic based on call volume. Passed through at cost with no markup.