

# 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
Scheduling labour freed up	\$987	\$11,840	37% of \$32,000 receptionist salary
Staff retention value	\$167	\$2,000	Annualised turnover risk · \$3,000–5,000 to replace one receptionist in Ontario
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 AI 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 per clinic	\$7,634	\$91,600	Conservative estimates throughout

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

<div>SCENARIO A</div> <div>Core Efficiency</div> <div>\$1,050</div> <div>/ month · \$12,600/year</div> <div><div>✓ Labour freed up</div><div>✓ Staff retention value</div><div>✓ After-hours captured</div></div> <div><div>Value basis\$42,640/yr</div><div>Monthly fee\$1,050/mo</div><div>You keep\$29,640/yr</div><div>Payback~17 months</div><div>Labour + Revenue Recovery</div></div>	<div>SCENARIO B</div> <div>Growth Engine</div> <div>\$1,430</div> <div>/ month · \$17,160/year</div> <div><div>✓ Labour freed up</div><div>✓ Staff retention value</div><div>✓ After-hours captured</div><div>✓ No-show reduction</div></div> <div><div>Value basis\$57,040/yr</div><div>Monthly fee\$1,430/mo</div><div>You keep\$39,880/yr</div><div>Payback~13 months</div><div>+ No-Show Recovery</div></div>	<div>SCENARIO C</div> <div>Full Value</div> <div>\$2,290</div> <div>/ month · \$27,480/year</div> <div><div>✓ Labour freed up</div><div>✓ Staff retention value</div><div>✓ After-hours captured</div><div>✓ No-show reduction</div><div>✓ Net new patient LTV</div></div> <div><div>Value basis\$91,600/yr</div><div>Monthly fee\$2,290/mo</div><div>You keep\$64,120/yr</div><div>Payback~8 months</div><div>Full Value Capture</div></div>
--	---	---

ADD-ONS — AVAILABLE WITH ANY SCENARIO

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

MULTI-CLINIC EXPANSION PRICING

Item	Implementation Fee	Monthly Platform Fee	Notes
Clinic 1	\$18,000	Your chosen scenario	Full implementation + forward deployed engineering
Each additional clinic	\$9,000	Full price	System already built — faster deployment · same value delivered per clinic
Example: 3 clinics at Scenario B	\$36,000 total	\$4,290/month	Clinic 1: \$18k + Clinics 2 & 3: \$9k each · monthly fee unchanged — same ROI 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 Implementation — Clinic 1	\$18,000	One-time	Forward deployed engineering included
	Each additional clinic	\$9,000	Per clinic	System already built — 50% off deployment cost only
Phase 2 Monthly	Platform fee — per clinic	Scenario above	Starts at go-live	Full price per clinic — same value delivered per clinic
	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

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

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.