



# STAFF SCRIPT TO CASH-PAY OPTIONS

## A Training Guide

### "It's too expensive."

**Objection Basis:**

Patients may perceive cash-pay treatments as unaffordable, especially compared to insurance-covered options.

**Response Strategy:**

- Highlight the long-term value of the treatment (e.g., addressing root causes vs. managing symptoms).
- Use cost comparisons to demonstrate how it might save money in the long run (e.g., fewer treatments, less time off work).
- Offer membership pricing or discounts for purchasing treatment plans vs single therapies.

### "Why doesn't my insurance cover this?"

**Objection Basis:**

Patients often equate insurance coverage with legitimacy or necessity.

**Response Strategy:**

- Educate on the limitations of insurance and the benefits of innovative, integrative treatments that go beyond conventional care.
- Explain that cash-pay allows for customized, patient-focused care without insurance restrictions.

### "I've never heard of this treatment before. Is it safe or effective?"

**Objection Basis:**

Lack of awareness creates skepticism.

**Response Strategy:**

- Provide clear, evidence-based explanations of the treatment and its benefits.
- Share success stories, case studies, or testimonials.
- Offer to address any specific concerns in a consultation or Q&A.



## STAFF SCRIPT TO CASH-PAY OPTIONS (CONT)

### “I will think about it.”

**Objection Basis:**

This often indicates hesitation or lack of urgency.

**Response Strategy:**

- Emphasize the importance of acting now to prevent further complications or improve outcomes.
- Offer a limited-time incentive, like a discount on the first session or a bonus consultation.
- Make the decision process easier by providing all necessary details and answering questions.
- Ask for their specific objection or what it would take to get them to commit.

### “How do I know this will work for me?”

**Objection Basis:**

Fear of spending money on something that might not provide results.

**Response Strategy:**

- Discuss the personalized approach to care and how the treatment plan is tailored to their unique needs.
- Highlight success rates and share similar patient outcomes.
- Remind them there are no guarantees in any medical service they choose including those insurance pays for. Honestly, there are no guarantees in life.

### “This is not how I’m used to paying for medical care.”

**Objection Basis:**

Patients may feel uneasy about paying upfront for medical services.

**Response Strategy:**

- Normalize the process by explaining how cash-pay is common in integrative care and why it benefits them (e.g., no hidden fees, more time with providers).
- Provide transparency about pricing and eliminate surprises.
- Empower them by reminding them that they are now able to make their own choices about their healthcare and that allopathic options are not ALL the options.



## STAFF SCRIPT TO CASH-PAY OPTIONS (CONT)

### "I can't afford it right now."

**Objection Basis:**

Immediate financial constraints can deter patients.

**Response Strategy:**

- Remind them the packages are priced with discounts in order to make it as affordable as possible.
- Reassess priorities and discuss the potential costs of not addressing the issue (e.g., worsening health conditions).
- Ask them what they CAN do vs what they can't.

### "I want to talk with my spouse/partner first."

**Objection Basis:**

Decision-making often involves others for significant expenses.

**Response Strategy:**

- Offer to provide a summary or an additional consultation with their partner present.
- Equip the patient with key talking points about the value and benefits of the treatment.
- Send the patient home with written materials that discuss treatment benefits and expectations.
- Consider only discussing treatment plans with both parties present.
- Consider providing information and basic tele consults PRIOR to the visit to allow for discussion and decision making PRIOR to the office visit.

### "I don't see why I need this treatment."

**Objection Basis:**

Lack of understanding about how the treatment addresses their specific issues.

**Response Strategy:**

- Clearly connect the treatment benefits to their symptoms or goals.
- Use simple language to explain the science or logic behind the therapy.
- Remind them that regenerative therapies not only benefit those with conditions but can also prevent and delay disease, such as anti-aging benefits.
- Speak to cellular repair, what all cells require and regeneration vs specific symptoms and diagnosis.



