

# Four Reasons Why Medical Practices Should Publish Their Fees

1. **Consumers deserve to know what your service costs.** Why would anyone buy anything without knowing what it costs? Consumers should know both the value of the service as well as knowing what is their personal responsibility to pay.
2. **Publishing fees makes you justify them.** Medical practices may not want to post their fees if they aren't sure what their services truly cost. Other businesses charge what their services or goods cost plus a profit, why don't we?
3. **You will find out if your prices are not competitive in the market.** Patients will tell you. Then you will have to decide if you want to be competitive. If you are worried you can't compete with a hospital-sponsored practice if they know your prices, stop worrying. The hospitals already know your prices.
4. **Publishing your prices will open the door for things to be simpler.** Publishing fees will liberate you and your staff to talk much more openly with patients about their financial responsibility.