

The Motionwise® Report

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Missed Appointments & Cancellations

by John C. Gifford, CBPM, NCTMB - Owner, Motionwise®

Many clients will insist they pay for their missed appointments. From a very different perspective some feel strongly against paying for a canceled appointment and will feel as if they are being gouged if asked for payment. Others feel there should be exceptions such as a sick child. Another issue can arise if clients are running late due to poor traffic conditions. Can they still expect to be seen for their full time? If not, will their fee be reduced? Which view is right? Each view is valid from its own perspective which means the policy you choose won't be comfortable for everyone.

"In this practice, clients will be asked to pay their full session fee for appointments canceled with less than 12 hours notice if their reserved slot cannot be filled."

-John C. Gifford, CBPM, NCTMB
Owner, Motionwise®

and they are not comfortable paying for their missed session, we will continue to care for them; however, due to the financial risk on our part, we won't be able to book appointments in advance. In the case of running late, the client will be seen in the time originally allotted without a reduction in their fee and while we personally understand issues with traffic and illness, our practice still has a need to be reimbursed for the time reserved.

Though a practitioner may feel guilty in having to consider the financial aspect of a bodywork practice, caring for the financial needs of your practice can be seen as another way you care for your clients. They cannot benefit from your hands-on skills if your business fails. Be proactive in educating your clients on the way you need to operate your business and invite people to ask questions. However you choose to handle cancellations, remember this: clients are much more likely to respect (not to be confused with like) your important policies when they are informed before the issue can arise. Grandma speaks again: "The best time to find a doctor is before you need one." Till next time,



John Gifford has performed over 30,000 sessions as an approved provider of sports massage and a unique style of bodywork called Bonnie Prudden Myotherapy® and Exercise Therapy. His mission as a clinician, lecturer, consultant, and author is to empower people to lead more active, successful, and fulfilling lives through the reduction and prevention of their muscular pain and tension.

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2315 Coolidge • Berkley, MI 48072 • 248.414.6800 • motionwise.com