

Refresh Your Fees in 2025: How to Protect Profitability in an Uncertain Economy

In today's economic climate, chiropractic practices can't afford to leave money on the table. Rising overhead, increased compliance demands, and unpredictable reimbursement trends have made one thing clear—what worked financially in 2020 or even 2023 may not work in 2025.

And yet, too many chiropractors continue charging the same fees year after year, while their costs steadily rise. The result? Shrinking margins and mounting stress.

If your fees haven't been reviewed recently, now is the time to course-correct. Refreshing your fee schedule isn't about arbitrary increases—it's about aligning your pricing with your actual cost of doing business and the value you deliver. Here's how to do it right.

Step 1: Know Your True Cost Per Visit

You can't run a profitable practice without knowing your numbers. In 2025, overhead in chiropractic practices is estimated to average over 55%, with rising payroll, rent, tech costs, and the increasing complexity of compliance.

Use this simple formula:

- **Average monthly income** = Total collections from the past 12 months ÷ 12
- **Average monthly expenses** = Fixed and variable costs (rent, payroll, insurance, taxes, software, etc.) ÷ 12
- **Cost per visit** = Monthly expenses ÷ Monthly number of patient visits

You can also simplify this step by using the [ChiroHealthUSA Overhead Calculator](#).

This cost-per-visit figure is your baseline. If you're being reimbursed less than that—by insurance or by cash-paying patients—you're operating at a loss.

Step 2: Research Market-Based Fee Data (Legally)

Due to antitrust laws such as the Sherman Act, it's illegal to discuss pricing with other providers. But that doesn't mean you have to guess.

Instead, rely on publicly available tools:

- [FairHealthConsumer.org](#) provides fee benchmarks by zip code.

- [ChiroCode.com](https://www.chirocode.com) offers additional guidance.

Use these tools to create a spreadsheet with the CPT codes you commonly use, your current fees, and what your payers (Medicare, in-network, out-of-network) reimburse.

Then compare:

- Are your fees above or below market average?
- Are you receiving payments from any payer that fall below your cost per visit?

This will help you identify underperforming contracts or outdated pricing.

Step 3: Adjust Fees with Strategy and Confidence

Even a \$5 increase per visit in 2025 can lead to substantial results. In fact, it could mean earning the equivalent of 13 months of income while only working 12.

Don't undervalue your services or apologize for your fees. Patients are accustomed to price adjustments in every area of their lives—from groceries to gas—and they value transparency over ambiguity.

Once you've updated your fee schedule, don't forget to:

- Review and renegotiate any payer contracts that no longer make sense.
 - Evaluate the fees used with any discount networks, such as ChiroHealthUSA.
 - Communicate clearly with your staff so they can present fees confidently and consistently.
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2025 Is the Year to Stop Guessing and Start Growing

Adjusting your fee schedule isn't about squeezing patients—it's about building a financially sustainable model that allows you to continue delivering exceptional care.

- ✓ Know your numbers
 - ✓ Align your fees with value and cost
 - ✓ Use tools like [FairHealthConsumer.org](https://www.fairhealthconsumer.org) and [ChiroHealthUSA's calculator](https://www.chirohealthusa.com/calculator)
 - ✓ Stay compliant with DMPOs
 - ✓ Revisit contracts regularly
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Want help putting all this into action?

Learn more [here](#) and see if your practice could benefit from a profitable discount strategy.

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Dr. Ray Foxworth, DC, FICC, is the visionary behind ChiroHealthUSA, serving as its esteemed founder and CEO. With over 39 years of dedicated service in chiropractic care, Dr. Foxworth has navigated the complexities of billing, coding, documentation, and compliance firsthand. His rich experience includes roles as the former Staff Chiropractor at the G.V. Sonny Montgomery VA Medical Center and past chairman of the Chiropractic Summit and Mississippi Department of Health.

Dr. Foxworth is deeply committed to advancing the chiropractic profession, which is evident through his leadership roles. He is an at-large board member of the Chiropractic Future Strategic Plan and holds an executive board position with the Foundation for Chiropractic Progress.