

What are you worth?

SOMETIMES
THE HARDEST
{ PART }
OF THE JOURNEY
IS BELIEVING
YOU'RE WORTHY
OF THE EFFORT.
{ YOU ARE. ❤️ }



A Farwell to.... Can't

This goodbye does not make me sad.

I will not miss you.

I have discovered what it feels like to do the unthinkable.

The hard.

The long.

The challenging.

You have no business here anymore.

From now on, difficult will seem doable.

I will see the impossible as simply not-yet-conquered.

Farwell, Can't. You will haunt me never again.

Hello, Can. Welcome to my world☺

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Owner- Feet for Life-Established in 2002
Podortho Nurse Foot Specialist

Registered Practical Nurse/Wound Care Specialist
Cert. In Gait Analysis, Bio-mechanics, custom orthotic therapy
Cert. Compression Fitter/Cert. Laser Therapist
RCRT Reg. Reflexologist



Reception Area



Treatment Room 1



Treatment Room 2 & PA Desk



Orthotic Room & Laser Therapy



Teaching Room



Purpose of my presentation today is to discuss...

- MONEY
- YOUR VALUE
- CREDITABILITY
- COSTS
- STRENGTH

Nurses

- For over 350 years, nurses have had a profound effect on the quality of Canadian life.
- Nurses were fundamental to the development of health care in Canada and New France.
- We care for the mental, emotional, spiritual and physical needs of our patients/Clients
- We specialize in more complex areas of health care to meet the increasing needs of patients in our communities
- We have developed best practice guidelines to ensure safe and effective patient care (which many other health care disciplines utilize and reference in their own respective specialties)
- Nurses have been practicing foot and wound care dating as far back as the 1700's in the Crimean and civil war respectively

IS THIS YOU?



FOOT CARE NURSE ➡ PODORTHONURSE

- Perform comprehensive foot and lower limb assessment considering your patients overall health and other related systems
- Review any changes to their medication and health status that might effect their foot care treatment
- You set up your treatment area ensuring it is clean and your instruments are minimally high level disinfected ideally sterilized with your autoclave either at home or in your clinic space
- Provide the necessary care required based on the assessment which could include: nail cutting, callous reduction, corn care, removing ingrown toenails, treating a plantar wart, providing wound care etc....
- On top of that... I bet you do a foot soak first☺ (How loving Nurses are)

FOOT CARE NURSE → PODORTHONURSE

- Make recommendations for example:
 - Recommending compression stockings for venous stasis due to their low limb edema, you might even want to perform an ABPI to ensure they are clear to wear compression stockings.
 - discussing bio-mechanical concerns and effect treatment options such as; foot wear or structural abnormalities possibly requiring correction with orthotics
- Teaching the Foot and other complications related to your diabetic patient/client.
- Explaining how to access the available community resources necessary for related health complications
- Document your findings and manage your patients file
- Evaluate the need for advanced care and refer as required

Questions

- You are a wealth of information aren't you?
- You have a very specialized skill set don't you?
- Can just anyone provide the care you do?
- Did you have to take a course or courses to provide you with the knowledge, skill and judgment to perform your job?
- Do your clients value your service?
- Do you know what your worth?



Money Provides us with the basic requirements to live. correct?

FOOD

SHELTER

CLOTHING/FOOT WEAR

MEDICAL CARE

ALLOWS YOU TO LIVE CONTENTLY

MONEY\$\$\$

What is the purpose of having money?

- ✓ Medium of exchange
- ✓ A unit of account (A means of keeping track of what something is worth)
- ✓ Performing a function of a medium of exchange
- ✓ Provides for basic needs
- ✓ Confirms direction
- ✓ To give to those in need (quoted in the bible, Mathew :626)
- ✓ To provide care and provision

Let's talk economics and business 101

1. Fixed costs
2. Variable cost

Fixed Costs

A fixed cost is a cost that does not change over the short-term, even if a business experiences changes in its sales volume or other activity levels.

Associated with a period of time, such as a rent payment in exchange for a month of occupancy, or a salary payment in exchange for two weeks of services by an employee.

- Copyrights
- Customer lists
- Government licenses
- Patents
- Nursing licenses fee's
- Association fee's
- Trademarks
- Depreciation
- Insurance
- Interest expense
- Property taxes
- Rent
- Salaries
- Utilities

Variable Costs

- **Variable costs** are costs that change in proportion to the good or service that a business produces.
- Variable costs are also the sum of marginal costs over all units produced. They can also be considered normal costs.
- Variable expenses change depending on your use of products or services. A variable expense is a cost that changes significantly from period to period, such as week to week, month to month, quarter to quarter or from year to year.

What are your business fixed and Variable costs?



CART COST



GENERAL FOOT CARE INSTRUMENTS USED PER TREATMENT



CART INVESTMENT

Product	Cost
DRILL	\$2295.00
SCAPLE HANDLE	\$14.99
SCAPEL BLADE (PER BOX-100 BLADES)	\$24.50
GOUGE HANDLE	\$24.00
GOUGE BLADE (PER BOX-100 BLADES)	\$29.00
PEAR BUR	\$27.95
DIAMOND BUR	\$24.00
TAPERED BUR	\$27.95
NAIL CUTTER	\$140.00
FOOT FILE	\$9.00
SUPER CUT FILE	\$17.00
SILVER NITRATE STICKS	\$19.95

CART INVESTMENT

PRODUCT	COST
ALCOHOL	\$2.00
POLISH REMOVER	\$2.00
SEA CLEANSE	\$12.95
KWAN OIL	\$4.80
BIO FREEZE 473ML	\$49.50
CRACKED SKIN MOUSSE	\$19.20
CRACKED SKIN CREAM	\$9.90
7X FOAM	\$9.00
NAIL TINCTURE	\$5.97
FOOT DEODERANT	\$6.90
CALLUS SOFTNER	\$12.00
URISEC 22% JAR	\$11.69
SPA FOOT CREAM	

Fixed costs-per month

Products	In Home	Clinic
Wages/Salary/Staff	\$30/hr (40 hr week)=\$2400.00 - CPP & Tax \$380 = \$ 2,019.48 Net wage	\$6500
Instruments (initial investment)	\$2891	\$2891
Fuel	\$300	\$150
Vehicle maintenance	\$100	\$100
Rent	N/A	\$2500
Taxes (Property, Product sales, HST,)	N/A	\$566
utilities	N/A	\$389
Maintenance(landscaping, Building)	N/A	\$200

Fixed costs per month

Products	In Home	Clinic
Cleaning	N/A	\$200
Insurance (malpractice, building & car)	\$150	\$352
Property maintenance	N/A	\$508
Licensing fee's	\$22	\$22
Total Costs per month	\$5482.48	\$14,378

CART INVESTMENT

PRODUCTS	COST
GEBAUER PAIN EASE SPRAY	\$40.00
Q TIPS	\$2.00
POLYSPORIN	\$10.00
PADS	\$2.00
WOUND BANDAGES	\$25.00
TOTAL:	\$2891.01

Variable Costs-Providing foot care- per hour (based on 37hrs/week x 52 weeks)

Product	Cost – In home	Cost-In clinic
Scalpel blade	\$0.84	\$0.84
Scalpel blade	\$0.50	\$0.50
Gouge blade	\$0.60	\$0.60
Gloves	\$0.16	\$0.16
Mask	\$0.88	\$0.88
Lotion & disposable tongue depressor for application	\$0.30	\$0.30
Alcohol	\$0.02	\$0.02
Cleansing pads	\$0.02	\$0.02
Disinfecting solution and wipes	\$0.30	\$0.30

Variable costs-per hour (based on 37 hrs/week x 52 weeks)

Product	Cost- In home	Cost-In Clinic
Topical anesthetic (40 sprays/can)	\$1.00	\$1.00
Wound care products (dressings, wound cleanser)	\$0.21	\$0.21
Nail brace, glue, gel	\$0.29	\$0.29
Educational handouts	\$0.10/copy	\$0.10/copy
Personal Care (paper towels, disinfectant hand	\$0.10	\$0.10

BUSINESS TIPS AND COST CONSIDERATIONS

- The price you charge for your product or service is one of the most important business decisions you make. Setting a price that is too high or too low will - at best - limit your business growth. At worst, it could cause serious problems for your sales and cash flow.
- Established businesses can improve their profitability through regular pricing reviews.
- When setting your prices you must make sure that the price and sales levels you set will allow your business to be profitable.
- You must also take note of where your product or service stands when compared with your competition.

To Maximize Your Profitability Determine:

- what benefits your customers gain from using your product or service
- the criteria your customers use for buying decisions - for example, speed of delivery, convenience or reliability
- what value your customers place on receiving the benefits you provide
- Wherever possible, set prices that reflect the value you provide - not just the cost.

QUESTIONS TO CONSIDER

Do Nurses work for free?

How much does an aesthetician charge for a pedicure?

Is medical Foot Care more comprehensive than a pedicure?

How much do you pay to have your hair highlighted and cut?

How much do you pay for a Massage from an RMT?

How much do you pay to have your teeth cleaned with your Dental Hygienist?

How long on average would it take you to perform a foot care treatment?

30 MINUTES

60 MINUTES

90 MINUTES

Wages

What is the average hourly wage of an RPN at a hospital,
long term care facility & Home care Nurse?

\$_____

Wages

What is the average hourly wage of an RN at a hospital, long term care facility & Home care Nurse?

\$_____

Appointment Fee's- comparison of RHCP professions

Profession	Initial visit fee	Regular visit fee	Variable Cost of providing care	Fixed Hourly cost of business	Time spent	Profit	wage	Income
Foot Care Nurse home visit	\$ 18.00	\$18.00	\$7.00	\$15.00	1-2 hours?	\$-4.00	\$0	\$-0
Foot Care Nurse home visit	\$40.00	\$35.00	\$7.00	\$15.00	1-2 hours	\$18.00-13.00	\$12.00	\$1.00
Foot Care Nurse Home visit	\$50.00	\$40.00	\$7.00	\$15.00	1-2 hours	\$30.00-18.00	\$20.00	\$4.00
Foot Care Nurse Clinic visit	\$80.00x2=\$160	65.00 x 3=\$168	\$7.00	\$50.00	1 hour	\$ 103.00-\$138.00	\$58.00	\$45.00-\$80.00
Chiropodist Clinic	\$80.00x2=\$160.00	\$65.00x4+\$260.00	\$7.00	\$50.00	1 hour	\$176.00	\$65.00	\$111.00
Dental Hygienist Cleaning-Clinic	\$110.00	\$110.00	\$10.00	\$50.00	1 hour	\$50.00	\$50.00	\$0
Registered Massage Therapist-Shared Clinic	\$92.00 + HST	\$80.00+ HST	\$2.00	\$35.00	1 hour	\$43.00	\$30.00	\$13.00

RAISING OR LOWERING PRICES

There will be times when you need to change your prices. But before you do, you should analyze the impact on your profitability of any proposed price change.

- There are two key questions you will need to answer:
 - What effect will the price change have on the **volume** of sales?
 - What will the effect be on the **profit** per sale?

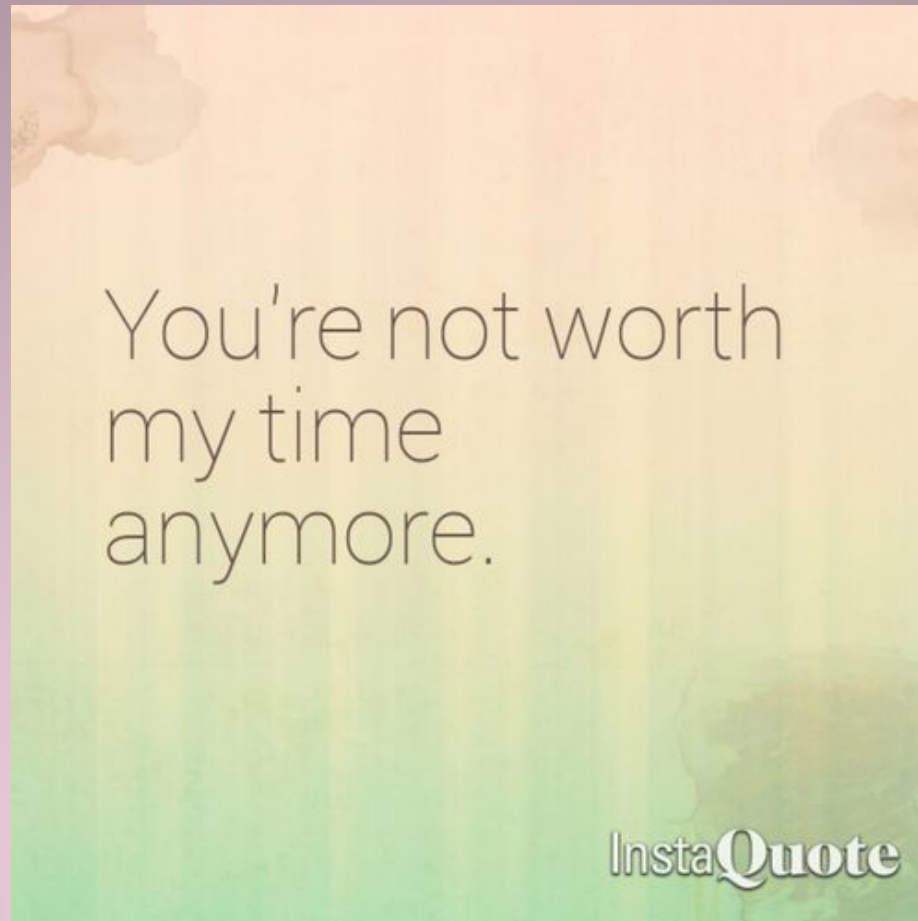
Reducing prices

- You should never take the decision to lower prices lightly. Low prices often go hand-in-hand with poor-quality service - is this the image you want to create for your business?
- Concentrate on building profits rather than cutting prices to build up sales. In most circumstances, your customers decide to buy from you because of the benefits you offer, along with your price. It is rare for the decision to be made based solely on the price.

Increasing Your Prices

- Increasing prices can improve your profitability even though your sales volume may drop.
- If you are increasing your prices, always explain to your client why you are doing it. You can use the price change as an opportunity to re- emphasize the benefits you offer. You should always consider the price of inflation in the market in order to ensure profitability in your business for survival
- A good explanation can also strengthen your relationship with a client.

With all do respect



Reducing prices

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The Difference Between Cost & Value

Knowing the difference between cost and value can increase profitability:

- the **cost** of your product or service is the amount you spend to produce it
- the **price** is your financial reward for providing the product or service
- the **value** is what your customer believes the product or service is worth to them

For example, the cost for a plumber to fix a burst pipe at a customer's home may be \$5 for travel, materials costing \$5 and an hour's labor at \$30. However, the value of the service to the customer - who may have water leaking all over their house - is far greater than the \$40 cost, so the plumber may decide to charge a total of \$100.

- Pricing should be in line with the value of the benefits that your business provides for its customers, while also bearing in mind the prices your competitors charge.

WE HAVE A PROBLEM HOUSTON

- Our industry as Foot Care Nurses is not consistent
- Prices are all over the map
- What can we do about it so everyone is happy and receives a fair price meaning a profit for the services each and every one of you is providing in order to make a living?
- We beat up our suppliers for cents on the dollar
- Why are we not charging to the customer receiving our specialized quality Nursing Foot Care service?
- Again I ask..... What are you worth?

**YOU
ARE WORTH IT**



personally.tumblr.com