

Five Sneaky Pricing Tricks That Medical Licensing Companies Use To Disguise High Prices



Beware. Many medical licensing companies pull their customers in with a low initial service fee only to surprise them later with additional fees that can raise the total cost of their service to eye-popping levels.

If you only take one lesson from reading this, here it is: require a complete estimate from your medical licensing company before you begin! A complete estimate should include all licensing service fees, all medical board application and license fees, all verification and credentialing fees and all shipping costs. (We think the “teaser rate” approach to pricing is sneaky, so at MedPro Central so we offer complete estimates, upfront pricing, no fine print and no hidden fees.)

And now, without further ado, here are the five most common sneaky pricing tricks you should watch out for when shopping for a medical licensing company whom you can trust:

- 1. The “Low Flat Rate”** – Many medical licensing service providers advertise a flat rate only to charge additional fees for verifications and shipping. The fact is that most medical licensing services charge a service fee plus verification fees and shipping costs. Companies that don’t charge for verification fees and shipping costs may not provide a complete service and may leave you to send your own verification requests and handle your own follow-up. Now that’s service. Ahem.
- 2. Outrageous Shipping and Tracking** – Some companies charge as much as \$30 per package to ship verification requests and don’t even provide tracking. Question: Shouldn’t shipping and tracking be part of the licensing service? Answer: We think so. That’s why we send every package in a trackable envelope and include a pre-paid trackable forwarding envelope addressed to the medical board so we know where your verifications are at all times.
- 3. The Dark Side of Rush Fees** – Some companies charge up to \$400 for 5-7 day rush services. Trust me: there is no way to rush a medical board in their process! So... what “rush services” are they really providing? Are they putting your file ahead of their other paying clients? (Who’s to say they’re not putting someone ahead of your application?) Is that even fair? And who is deciding the pecking order? Something’s fishy here.
- 4. Charging Like an Attorney** – Make sure they don’t nickle and dime you with attorney-style billing by charging for every fax, phone call, email, and minute spent doing follow-up on your file. Why don’t they just charge a flat service fee and offer a complete estimate of all of the verification and shipping charges in advance? Gheez.
- 5. Treating Every Application The Same** – Repeat after me: one size does not fit all! Here’s the truth: the total cost of an application process depends on the extent of your professional history and the verification requirements of the state medical board. Each state medical board is unique and so is each client.

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About the Author:

Jana Sheckler is the CEO and founder of MedPro Central, the leading provider of medical licensing services for healthcare professionals of all types. Earlier in her career she helped establish many of the original best practices and software applications used by medical licensing service providers today. She has successfully managed the licensing process in both the U. S. and in Canada for thousands of domestic and foreign medical school graduates.

Jana founded MedPro Central in 2008 because she saw an unmet need for expert medical licensing consulting backed by a technology platform that ensures speed, quality and service at an affordable price. As an expert and thought leader in the medical licensing industry, Jana and her team of expert service consultants continue to define and deploy industry best practices on behalf of MedPro Central's clients.

Her articles, white papers and resource guides are used daily by physicians, physician assistants, nurses and medical staffing agencies. Jana authors MedPro Central's blog, an online resource dedicated to the topic of application strategies for the ever-changing medical licensing landscape, which can be found at www.medprocentral.com/blog.