

# Pricing the SSP for *Your* Practice



How you price your SSP services depends on your practice, and there is no one “right” answer. Building on Section 3.3 of your Foundational SSP Certification Training, this guide provides example pricing scenarios to help you determine what may work best for you.

## INSTRUCTIONS

- 1** Start by choosing a delivery model so you can estimate the amount of time you will spend directly with the client and time you will spend monitoring the program.
- 2** Decide what you will charge your client(s), if anything, for access to the SSP.
- 3** Add these numbers together to get an estimate of what your package price could be.

## SAMPLE FORMULA



### Provider Direct Time

*Hourly rate for time (hours) spent with the client during delivery*



### Time for Monitoring & Support

*Estimated additional time (hours) you will spend between delivery sessions to ensure safe and effective delivery*



### Subscription Access

*Optional to include and/or divide over number of clients*



### Estimated Price

*Total all three variables to arrive at your baseline price*

NUMBER OF HOURS ×  
HOURLY RATE

\$ \_\_\_\_ . \_\_\_\_

NUMBER OF HOURS ×  
HOURLY RATE

\$ \_\_\_\_ . \_\_\_\_

SUBSCRIPTION PRICE

\$ \_\_\_\_ . \_\_\_\_

TOTAL

\$ \_\_\_\_ . \_\_\_\_

## TOTAL PACKAGE PRICE

Thelma is a mental health provider working with people who have anxiety. She offers an SSP package. Most of her clients typically only need the SSP Core Pathway, although some need more. Thelma's package includes:

- Up to 6 months of access for any or all of the 3 SSP pathways (if needed)
- An average of 3.5 hours of direct provider time + 1.5 hours of monitoring time

Assuming a rate of \$150 per hour, Thelma's total package price in this scenario is \$1,050. (This price is not suggested but is based on surveyed provider data and assumes the provider is not face-to-face every session.)



## PRICING FORMULA



### Provider Direct Time

Number of Hours ×  
Hourly Rate



### Time for Monitoring & Support

Number of Hours × Hourly Rate



### Subscription Access

Subscription Price



### Estimated Price

3.5 HOURS  
×  
\$150 PER HOUR

\$525.00

1.5 HOURS  
×  
\$150 PER HOUR

\$225.00

UP TO 6 MONTHS  
OF ACCESS TO ALL 3  
PATHWAYS

\$300.00

TOTAL

\$1,050.00

## EMBEDDING THE SSP INTO THERAPY SESSIONS

Provider Pete opts to charge for SSP services monthly. He estimates that clients will take approximately one month to complete one pathway. Pete's decision to charge monthly allows for monthly fluctuations in client needs and he only charges for access and monitoring time because clients already pay for psychotherapy sessions which he bills through their insurance.

Pete's hourly rate is \$150 per hour. He estimates approximately 2 hours of extra monitoring time per month, and only charges \$100 for monthly access.



## PRICING FORMULA



### Provider Direct Time

*Number of Hours ×  
Hourly Rate*



### Time for Monitoring & Support

*Number of Hours × Hourly Rate*



### Subscription Access

*Subscription Price*



### Estimated Price

NO ADDITIONAL  
CHARGE

\$0.00

2 HOURS  
×  
\$150 PER HOUR

\$300.00

1 MONTH  
OF ACCESS  
TO 1 PATHWAY

\$100.00

MONTHLY  
TOTAL

\$400.00/MO

## FULL SUPPORT

Provider Pat is face-to-face with her low-complexity client every listening session for 2 pathways, and does not charge for access or monitoring.

Her hourly rate is \$150 per hour and she estimates that it will take her clients 10 hours total to complete 2 pathways.



## PRICING FORMULA



### Provider Direct Time

*Number of Hours ×  
Hourly Rate*



### Time for Monitoring & Support

*Number of Hours × Hourly Rate*



### Subscription Access

*Subscription Price*



### Estimated Price

10 HOURS  
×  
\$150 PER HOUR

\$1,500.00

NO CHARGE  
FOR  
MONITORING

\$0.00

NO CHARGE  
TO ACCESS  
PATHWAYS

\$0.00

TOTAL

\$1,500.00

# YOUR PRICING WORKSHEET (USE YOUR BILLING CURRENCY)

1



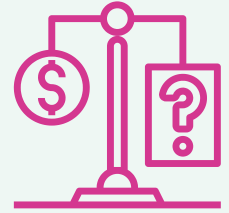
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**PROVIDER DIRECT TIME**

**TIME FOR MONITORING & SUPPORT**

**SUBSCRIPTION ACCESS**

**ESTIMATED PRICE**

*Number of Hours × Hourly Rate*

*Number of Hours × Hourly Rate*

*Subscription Price*

*Total*

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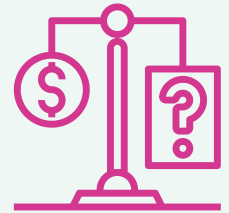
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**PROVIDER DIRECT TIME**

**TIME FOR MONITORING & SUPPORT**

**SUBSCRIPTION ACCESS**

**ESTIMATED PRICE**

*Number of Hours × Hourly Rate*

*Number of Hours × Hourly Rate*

*Subscription Price*

*Total*

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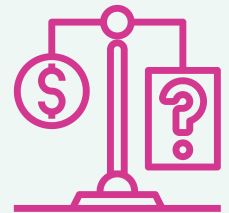
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**PROVIDER DIRECT TIME**

**TIME FOR MONITORING & SUPPORT**

**SUBSCRIPTION ACCESS**

**ESTIMATED PRICE**

*Number of Hours × Hourly Rate*

*Number of Hours × Hourly Rate*

*Subscription Price*

*Total*

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