

## Optometry Coding & Billing Alert

### Reader Questions: Apply Discount Policy Consistently

**Question:** Is it OK if we have a set exam fee and then offer a 15 percent discount to patients if they decide to pay in full on the day of service?

Florida Subscriber

**Answer:** Yes, as long as you clearly explain the terms of the discount in your financial policy and apply the discount consistently to all your patients - you must do these two things to be compliant. In fact, many practices choose to offer a discount to patients who pay in full on the day of service or who pay their balance in full when they receive their first statement. And many practices offer a discount to patients with financial need.

All of these discount policies are perfectly legal and acceptable as long as you define the details in your financial policy and abide by those policy guidelines no matter what. Inconsistent application of discounts can land you in hot water with the feds and with insurance carriers that may accuse you of unfair billing practices.