

Pricing Orthoses Confidently: Clinical Value Over "Sales"

Clinical Resource | MM Podiatry & Orthotics

Orthoses as Part of a Structured MSK Package

Bespoke orthoses work best when positioned as part of a structured MSK package, not as a stand-alone product.

UK Market Context

- Complete MSK packages (assessment, diagnosis, bespoke orthoses, and follow-up) are commonly priced at **£350–£600**
- Many clinics cluster around **£380–£490** for a full episode of care
- Stand-alone custom devices often charged at £230–£400+ without clearly separating device cost from clinical time

Our aim: Give you transparent, sustainable lab pricing so orthoses can be both clinically appropriate and commercially viable within your service.

How Our Pricing Fits Into Typical Packages

Example Model

Component	Cost
Package fee (Initial assessment, diagnosis, prescription, fitting, review)	£280–£350
Lab unit cost	£75–£90 per pair

In this model: The orthosis represents only a fraction of the total package price. The majority of the fee correctly reflects your professional time, clinical reasoning, and follow-up—not just the physical device.

Core Pricing (Per Clinic, Per Month)

Simple and volume-sensitive:

Volume	Price Per Pair
1–5 pairs per month	£90
6+ pairs per month	£75

Predictable margins as orthoses become routine in your MSK pathway, without complex tiers or long-term contracts.

Refurbishment and Repeats

We support the full life cycle of a device:

Refurbishment – New Top-Cover on Intact Shell

£20 per pair

- For biomechanically sound devices where shell and core design remain appropriate
- Covers are worn, damaged, or no longer hygienic
- Cost-effective refresh without re-casting or redesigning

Reprint – Exact Copy of Existing Design

£60 per pair

- Same patient, same prescription, same design file
- No new casting or CAD work required
- Useful for second pair (work/sport shoes) or when original pair is lost/damaged but prescription remains valid

Note: Cases requiring re-design (change in posting strategy, profile, or stiffness) are priced at standard pair rate, with agreed clinical-fit/remake policies applied.

Talking About Money Without Feeling "Salesy"

Frame Orthoses as Evidence-Informed Treatment

- Position devices as part of a treatment plan alongside rehab, footwear change, and education—not as a retail product
- You remain in control of your pricing
- We can suggest fee structures and review bundles that reflect the clinical work involved and device durability

Simple Patient-Centered Scripts

Example:

"Given your diagnosis and goals, a custom device is the next step in managing the load through your foot. It's an investment, but it should last 2–3 years and we will review and adjust it with you."

Ethical Prescribing Means Transparency

When orthoses are presented this way, most patients understand they are paying for:

- Your assessment and clinical reasoning
- Ongoing care and device refinement
- A durable solution integrated into their treatment plan

Not just "an insole."

Let's Discuss Your Clinic Model

If you would like to talk through how these lab prices could sit within your own assessment and treatment packages, we are happy to discuss example models and margins tailored to your clinic.

**MM Podiatry & Orthotics | Founded and run by working MSK
clinicians**

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