

Illustrative Case Study: How a Healthcare Practice Could Trade Open Capacity for Operating Value

Vertical: Healthcare (elective and cash-pay services)

Status: Illustrative example, not a completed Barterfy trade

THE SITUATION

Many healthcare practices, particularly those offering elective, cosmetic, dental, wellness, or other cash-pay services outside standard insurance billing, carry open appointment slots the same way a hotel carries unsold rooms. A cancellation, a slow season, or simple excess capacity in the schedule represents a real cost the practice has already absorbed in staff time and facility overhead, with nothing to show for it once the day ends.

HOW THE TRADE WOULD WORK

A practice lists a defined set of cash-pay services, such as elective procedures, dental work, wellness visits, or aesthetic treatments, for trade credit through the exchange rather than cash. Other member businesses book those services using trade credit. The practice then spends the credit it earns on its own operating costs: equipment, marketing, office buildout, IT services, or supplies sourced from other exchange members, none of which touch clinical billing or insurance systems.

THE LIKELY OUTCOME

Open capacity that would otherwise generate no revenue converts into purchasing power for real operating expenses, without discounting the practice's standard cash rates and without any change to how insured care is billed or delivered. It also introduces new patients to the practice at no cash acquisition cost, some of whom become recurring cash-paying patients over time.

WHAT TIE MEMBERS CAN TAKE AWAY

Trade works cleanly for the cash-pay side of a healthcare business (elective and out-of-pocket services), while leaving insurance-billed care untouched. For a healthcare practice with room in its schedule, that is a channel for turning empty appointment slots into savings on the equipment, marketing, and services the practice already pays cash for.

This example is illustrative, describing how the model would apply to a cash-pay healthcare practice, rather than a documented completed trade. It is offered as a starting framework for TiE healthcare members considering the exchange.

