



BCACC Fee Schedule Survey

2020



BCACC
BC ASSOCIATION OF CLINICAL COUNSELLORS

BCACC Fee Schedule Survey

Background

BCACC surveyed the membership in Fall of 2019 to gather information to assist members in setting their private practice fees. The last time the fee schedule was updated was in 2016.

BCACC engaged Strategic Initiatives Inc. to assist us with this process. Strategic Initiatives first conducted research in the marketplace regarding counselling rates. Our research showed us that BCACC is one of the only associations to provide recommended fee information. We then decided to survey the membership with the intention of providing information to assist counsellors to know what their peers felt was an appropriate rate (or range of rates) and what factors the membership as a group felt were important to consider when setting those rates. The invitation to participate was emailed to 4,364 members. Of that amount, 1,399 members (32%) responded. A typical response for a survey is considered to be between 20% - 30% (SurveyMonkey, 2019). The purpose of this report is to support counsellors by providing useful information they can use when deciding rates for services.

Results

Anecdotal feedback from members indicated that publishing a single rate is a disservice to counsellors who may charge a higher or lower rate for a myriad of reasons. Some of the factors shared with us that could affect counselling rates included experience level, business overhead costs, region, and specialized training in specific modalities. While surveying members on specific business overhead costs and specialized training would be a complicated process and difficult to measure accurately, BCACC did survey the membership on experience level and region.

Survey results showed that the majority of surveyed members favoured a range of rates over a single rate. (See Q3 Appendix - page 1)

Most survey respondents indicated that counsellor's experience level is a factor to be considered when setting rates. (See Q6 Appendix - page 2)

Most survey respondents also indicated that region is not a factor to be considered when setting rates. (See Q2 Appendix - page 2).

Survey results also showed that counsellors did not believe there should be a difference in rates for services provided in an eCounselling or online environment. (See Q4 Appendix - page 4)

Recommendations

New for 2020

BCACC will not be providing suggested rates on supplementary services such as workshop presenter fees, group therapy, mediation, coaching or court work. We encourage RCCs to connect with peers, supervisors and their counselling community to ascertain more information on these formats.

Recommended Fee Range

BCACC recommends the following fee ranges:

Individual therapy (in person or online per 50 minute session) - range of \$120 - \$150

Couples | Family therapy (in person or online per 50 minute session) - range of \$136 - \$175

(See Q1, Q2 and Q4 on Appendix page 3-4)

Going Forward

BCACC will post these ranges on the BCACC website as a general guideline. BCACC will use our new fee range in our advocacy work with 3rd party service providers.

We will review the recommended fee range every two years through survey with the membership. The next survey will take place in Fall of 2021 and we will inform you of the survey through email broadcast.

We hope that you will find this information useful and this new approach more flexible, inclusive and considerate of RCC autonomy over business practices and setting fees within your own business framework. Thank you for taking the time to provide us input and engaging with this process.

Regards,

Marci Zoretich
Director, Member Services



FEE PRACTICES AND PREFERENCES
ONLINE SURVEY RESEARCH
CONDUCTED FOR
BC ASSOCIATION OF CLINICAL COUNSELLORS
EXECUTIVE SUMMARY

DECEMBER 2019

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STRATEGIC INITIATIVES INC.

Appendix

FEE PRACTICES AND PREFERENCES ONLINE SURVEY RESEARCH

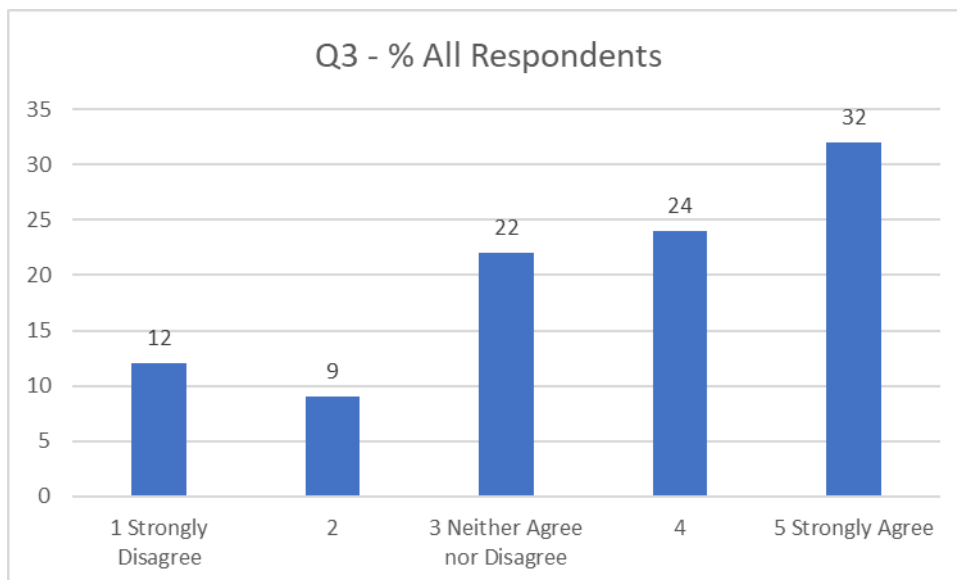
EXECUTIVE SUMMARY

This summarizes the findings from a short online survey conducted on behalf of BCACC in October 2019. The purpose of the survey was to gather information that the Association can provide to its membership in order to assist them in setting rates for their services. The survey gathered respondents' opinions in terms of their preferences regarding fees moving forward.

BCACC provided a database of 4,364 members' names and email addresses; these members were invited to participate in the survey, which was conducted by Strategic Initiatives on behalf of BCACC between September 25 and October 10, 2019. A total of 1,399 members responded to the survey, for a response rate of 32%.

Fee Ranges vs. Single Amounts

- The majority of respondents favour a fee schedule based on fee ranges, with 56% agreeing either somewhat or strongly that this should be the case.
- Roughly one in five did not feel strongly one way or the other, and about the same percentage disagreed with this idea.



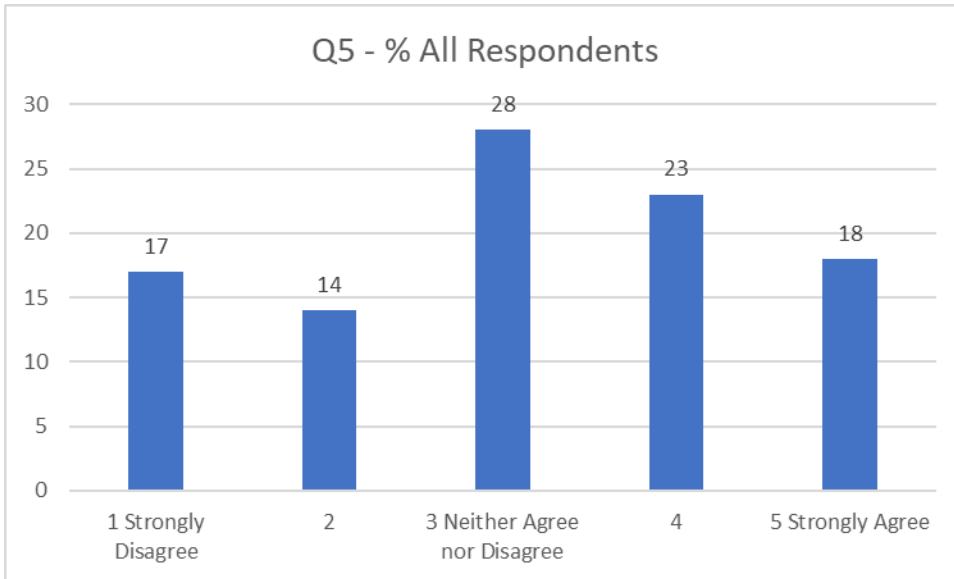
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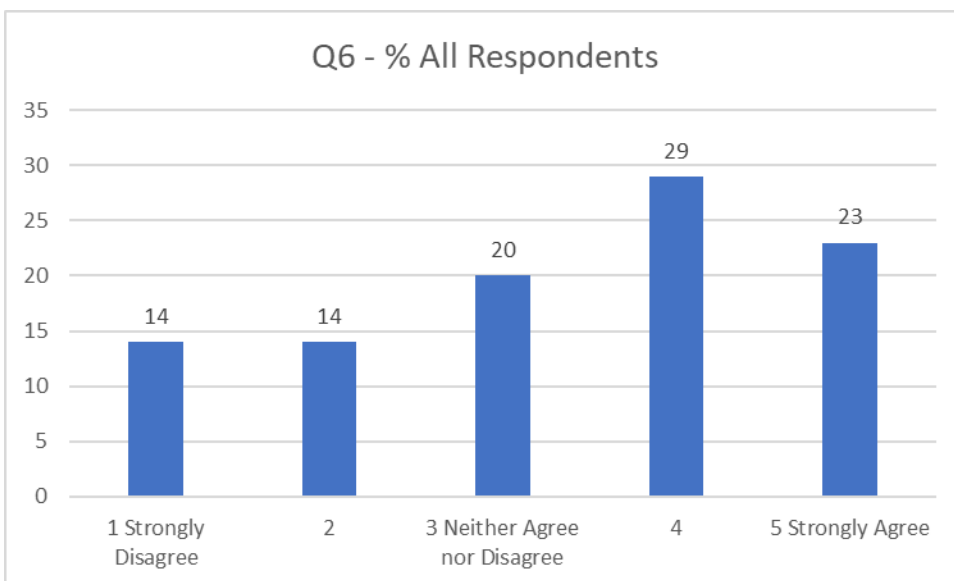
Fee Variances by Region

- Fewer than half of respondents (41%) agreed (either somewhat or strongly) that fees should vary by region.
- Almost one third of respondents (28%) neither agreed nor disagreed with this idea, and another one third (31%) disagreed, either somewhat or strongly.



Fee Variances by Counsellor's Time in Practice

- The majority of respondents (52%) expressed agreement (either somewhat or strongly) that fees should vary depending on the length of time the counsellor has been in practice.
- One in five respondents (20%) did not feel strongly one way or the other, and slightly fewer than one third (28%) disagreed that this should be the case.



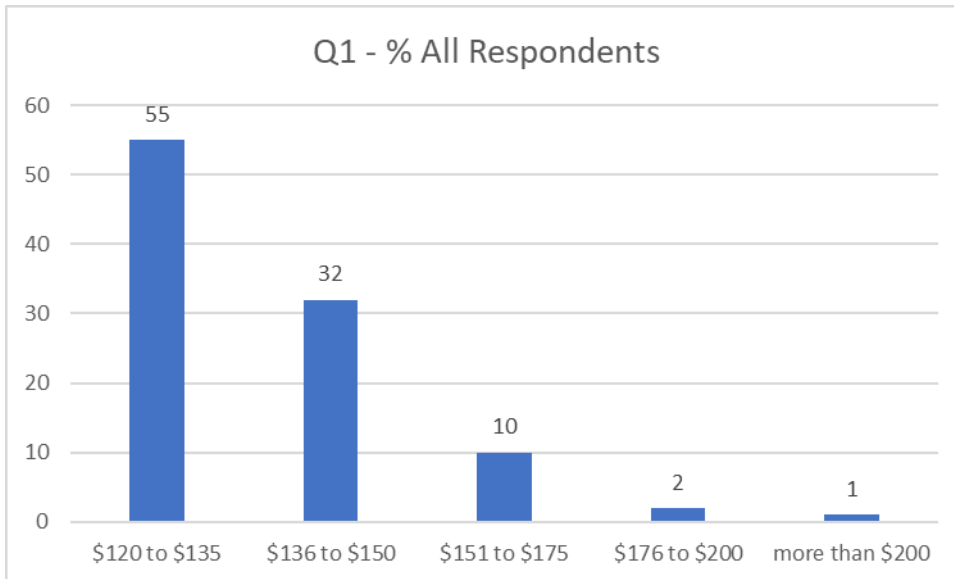
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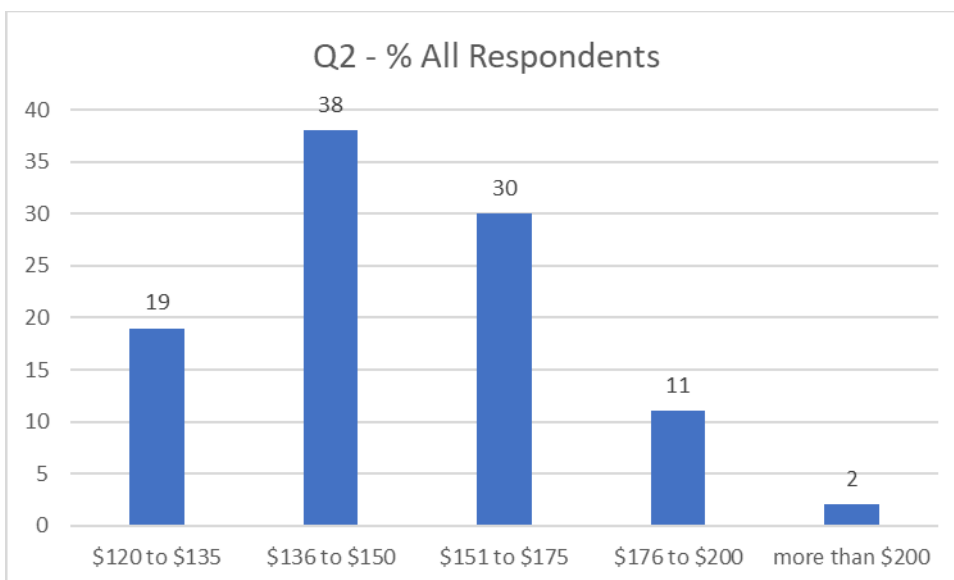
Fees for Individual Therapy

- The majority (55%) of respondents prefer that fees per 50 minute session for individual counseling be between \$120 and \$135, while roughly one third (32%) would prefer a range between \$136 and \$150 per 50 minute session.
- Only 13% of respondents favoured fees over \$150 per 50 minute session.



Fees for Couples or Family Therapy

- More than one third of respondents (38%) would prefer fees for couples or family therapy between \$136 and \$150 per 50 minute session, while an additional one third preferred fees between \$151 and \$175, indicating a clear preference for higher fees for couples or family therapy.



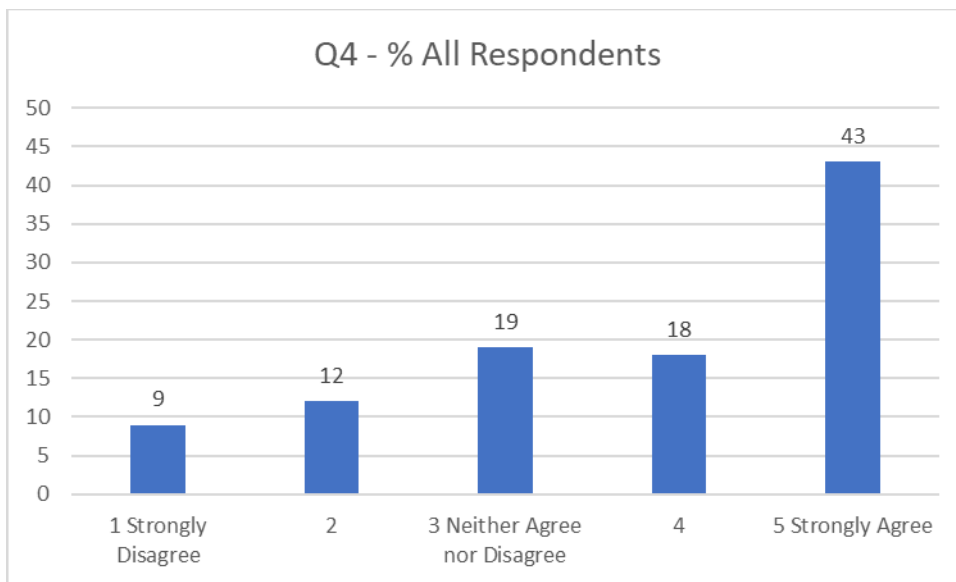
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Appendix A

Fees for Telephone Counselling/Video Counselling

- The majority of respondents (61%) felt that fees should be the same for telephone counselling/video counselling as for in-person counselling.
- Roughly one in five did not feel strongly one way or the other, and about the same percentage disagreed with this idea.



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