

Announcing changes in pricing for health and wellness services requires clear and empathetic communication with clients. This guide offers a free template for such announcements, along with a realistic example, emphasizing the need to maintain trust and transparency.

## Purpose of Announcing Price Changes in Health and Wellness Services

- **Inform Clients:** Clearly communicate any changes in pricing to clients, ensuring they are aware of upcoming adjustments.
- **Maintain Transparency:** Provide a transparent explanation of why prices are changing, reinforcing trust with clients.
- **Emphasize Value:** Highlight the ongoing value and quality of the health and wellness services provided.
- **Encourage Retention:** Foster client loyalty by reassuring them about the benefits of continuing their services despite the price change.

## Key Components of a Health and Wellness Services Price Change Announcement Letter

**Introduction:** Start with a statement about the purpose of the letter.

**Details of the Price Change:** Clearly describe the changes in pricing, including what services are affected and when the new pricing will take effect.

**Reason for the Change:** Explain the rationale behind the price adjustment, such as increased operational costs, enhancements to service offerings, etc.

**Reaffirming Value:** Assure clients of the continued high quality and benefits of the services.

**Contact for Inquiries:** Provide contact information for clients to ask questions or discuss concerns.

**Closing:** Conclude with appreciation for the client's understanding and continued patronage.

## Price Change Announcement Letter for Health and Wellness Services Template

[Your Name]  
[Your Position]  
[Your Business Name]  
[Business Address]  
[City, State, Zip Code]  
[Email Address]  
[Phone Number]  
[Date]

[Client's Name or 'Dear Valued Client']  
[Client's Address, if applicable]  
[City, State, Zip Code]

Dear [Client's Name or 'Valued Client'],

I hope this letter finds you well. I am writing to inform you about an upcoming change to our pricing structure at [Your Business Name], which will be effective starting [Effective Date]. This adjustment is necessary to continue providing you with the highest quality health and wellness services.

The decision to modify our prices comes in response to [explain the reasons for the price increase, such as rising costs for quality materials, additional services offered, etc.]. Our commitment to offering exceptional service remains our top priority, and we are continually striving to enhance

our offerings.

Despite the change in pricing, you can be assured of the continued benefits and quality of our health and wellness services. We understand that this adjustment might affect your budget, and we want to thank you for your understanding and continued support.

Should you have any questions or concerns regarding this change, or if you would like to discuss how it impacts your service plan, please feel free to contact us at [Your Contact Information]. We are here to address any of your concerns and to continue supporting your health and wellness journey.

Thank you for being a valued part of the [Your Business Name] community. We look forward to continuing to serve you.

Sincerely,

[Your Signature (if sending a hard copy)]

[Your Printed Name]

## Example Letter Using the Template

Alex Green  
Manager  
Green Wellness Center  
1234 Health Way  
Wellville, WV 45678  
alex.green@greenwellness.com  
(555) 234-5678  
April 25, 2024

Dear Valued Client,

I hope this letter finds you well. I am writing to inform you about an upcoming change to our pricing structure at Green Wellness Center, which will be effective starting June 1, 2024. This adjustment is necessary to continue providing you

with the highest quality health and wellness services.

The decision to modify our prices comes in response to the increased costs of high-quality treatment supplies and the introduction of new wellness programs. Our commitment to offering exceptional service remains our top priority, and we are continually striving to enhance our offerings.

Despite the change in pricing, you can be assured of the continued benefits and quality of our health and wellness services. We understand that this adjustment might affect your budget, and we want to thank you for your understanding and continued support.

Should you have any questions or concerns regarding this change, or if you would like to discuss how it impacts your service plan, please feel free to contact us at [alex.green@greenwellness.com](mailto:alex.green@greenwellness.com). We are here to address any of your concerns and to continue supporting your health and wellness journey.

Thank you for being a valued part of the Green Wellness Center community. We look forward to continuing to serve you.

Sincerely,

Alex Green