

A product list can help patients understand what a clinic offers. It cannot, on its own, show which option is appropriate for a particular person. When a clinic makes that distinction clear, it does more than explain a clinical process: it helps patients make informed choices, sets expectations and builds trust.

This matters commercially as well as clinically. Patients who cannot tell what happens next, what an assessment involves or what the full journey may cost may abandon an enquiry or feel misled later. A clear explanation on the clinic website and throughout the online booking process can reduce that uncertainty without promising an outcome before an assessment.

The core message is simple: an assessment is required because medical history matters, and individual suitability cannot be established from a product list alone. The challenge is to explain this in plain English, while helping patients compare options without overwhelming them.

A product list is not a clinical recommendation

Product pages are designed to make options easy to browse. They may describe formats, strengths, ingredients, features or prices. Those details can be useful, but they do not tell a clinician whether an option is suitable for an individual patient.

A clinical decision may depend on a patient's symptoms, previous treatment, current medicines, relevant health conditions, preferences and other circumstances. The clinician may also need to clarify information, discuss potential risks and benefits, or decide that a different approach—or no treatment—is appropriate. A list cannot perform that assessment.

That does not mean clinics should hide product information or make patients wait until an appointment to learn anything. It means the clinic should explain what the list can and cannot do. Patients can browse available options, but browsing is not the same as receiving a recommendation or confirmation of suitability.



Why explain the limitation clearly?

Trust is a commercial asset

Trust affects whether a patient books, attends, follows the agreed process and recommends the clinic to others. It is easier to earn when the clinic explains its decision-making openly than when patients encounter a surprise after they have paid or shared personal information.

For example, a patient may see an item online and assume they can simply select it. If the clinic later says that a consultation is needed first, the patient may wonder why this was not explained earlier. A short, clear note beside the product list and booking button can prevent that mismatch: “A clinician will assess your needs before deciding whether any option is suitable.”

This is not a promise that the patient will receive a particular treatment. It is a realistic description of the next step. Clear expectations can support conversion by helping the right patients proceed with confidence, rather than attracting bookings based on an assumption the clinic cannot honour.

It protects against false certainty

When a clinic presents a product as the obvious choice for a symptom or condition, patients may read that as a recommendation. Yet suitability has not been checked. Avoid language that implies a guaranteed result, a universal fit or a decision that can be made from a shopping-style comparison alone.

Clinics should also avoid vague reassurance such as “personalised care” unless they explain what is actually personalised. Does the clinician review medical history? Are options discussed in an appointment? Can the plan change after assessment? Plain explanations are more useful than broad promises.

What the assessment process should explain

Patients are more likely to accept an assessment requirement when they understand its purpose and what to expect. The clinic website should outline the steps in sequence, using everyday language and making clear who is responsible at each stage.

1. **Before the appointment:** explain what information the patient may need to provide, such as a relevant medical history, current medicines and the reason for seeking care. Tell them how to share that information securely and who to contact if they need help.
2. **During the assessment:** describe, at a high level, what the clinician will discuss and what information may inform their judgement. Avoid implying that every patient will receive the same recommendation.
3. **After the assessment:** say how the patient will receive the clinician’s decision, what options may be discussed and what happens if no treatment is recommended or more information is needed.
4. **Before any further commitment:** explain the cost of the next step, any additional charges that could apply, and how the patient can ask questions or decide not to proceed.

Medical history matters because a decision is made in context, not in isolation. A patient’s past and present health information may affect what the clinician needs to consider. The clinic does not need to publish a clinical checklist that could be mistaken for a self-assessment tool. It does need to tell patients why relevant information is requested and what the clinician will do with it.

Clinical judgement should also be described without making the process sound arbitrary. A useful explanation is that the clinician reviews the information provided, discusses the patient’s needs and decides whether an option is appropriate. If the information is incomplete, the decision may be deferred while the clinic seeks clarification. That is a reasoned part of care, not a failure to fulfil a product order.

Explain choices without overwhelming patients

Patients need enough information to understand their choices, but a long catalogue of technical details can make a decision harder. The goal is not to turn a product list into a clinical textbook. It is to organise information so people can browse, understand the limits of what they are seeing and know what to do next.

- Group options using meaningful, patient-friendly categories.
- Explain unfamiliar terms in plain English, close to where they appear.
- Separate general product information from information that depends on assessment.
- Highlight key differences without implying that one option is best for everyone.
- Use a clear prompt to book or ask a question, rather than leaving patients to guess which route applies to them.

A helpful product page answers basic questions: What is this? What information is general? What will the clinician need to decide? What is the next step? Where can the patient find the full cost? Patients should not have to compare multiple pages or contact several departments to understand whether a product is merely available or has been judged suitable for them.

Make pricing transparent across the full care journey

Price clarity is part of informed decision-making. A patient may see a product price and reasonably assume that it represents the total cost. If an assessment, follow-up appointment, monitoring or other service is charged separately, that should be visible before the patient books—not discovered in a different section of the website or after payment.

Show the stages of the journey and the charges that may apply at each one. If a cost depends on the outcome of an assessment or on the services a patient chooses, say so plainly. If the clinic cannot give a final total in advance, explain why, when a clearer estimate will be available and what the patient will be asked to approve before incurring further charges.

Stage What patients need to know Where to explain it Initial enquiry or booking Whether an assessment is required, what it covers and its price Clinic website and online booking process Assessment What may be discussed and whether additional information could be needed Appointment information and pre-appointment messages After assessment Possible next steps, relevant prices and whether the patient can choose not to proceed Written care plan or clear follow-up communication Ongoing care Likely follow-up or monitoring charges, and how future costs are confirmed Pricing page and patient communications

Funding information should be equally straightforward. If a clinic mentions a provider such as Funding Guru, it should distinguish any financing information from the clinical assessment and make clear where patients can check applicable terms, eligibility and costs. Do not let payment messaging imply that access to a particular option has already been clinically approved.

Put the explanation where patients make decisions

A detailed policy page cannot compensate for a confusing booking journey. The explanation should appear close to the product information, the booking call to action and any payment step. The online booking process should repeat the key point before a patient commits: the appointment is for assessment, and a particular product or treatment is not guaranteed.

Review the journey from a patient's perspective. Can they find the assessment fee without searching? Do they know what happens after the first appointment? If the clinician recommends a next step, how will the clinic explain

the options and any further costs? If the clinician cannot make a decision at that appointment, who will contact the patient, by when and through which channel?

That last point is operational as well as communicative. Patients should not have to chase the right contact channel after they have paid. Make responsibilities and follow-up arrangements clear, including what to do if they have a question or their circumstances change.

Clinics can use a simple test for every page and booking screen: can a patient tell what they are buying now, what is not yet decided, what may happen next and what it may cost? If not, the journey needs a clearer explanation.

Align communication with professional responsibility

For UK clinics, communication should support safe, honest care rather than pressure a patient towards a product. The General Medical Council (GMC) sets professional standards for doctors; clinics should make sure their patient-facing information supports clear communication and responsible clinical decision-making. The relevant details will depend on the service and the professionals involved, so clinics should check current guidance and their own regulatory obligations rather than relying on a marketing template.

Companies such as Releaf may be familiar to patients exploring specialist care, but a recognisable provider name or a published product range does **Visit this page** not replace an individual assessment. The same principle applies across private healthcare: a clinic can explain what it offers while being candid that the clinician must decide what is appropriate for the person in front of them.

Practical wording clinics can use

Concise wording can set expectations without sounding defensive. For example:

“You can browse the options we offer, but a product list cannot confirm what is suitable for you. An assessment is required because your medical history and current needs matter. A clinician will discuss your circumstances, explain any appropriate options and confirm the next steps and costs before you decide whether to proceed.”

Adapt this to the actual service. Do not promise that every patient will receive a recommendation at the first appointment, or imply that a listed option will be suitable. If additional information may be needed, say so. If the clinic has a defined process for communicating a decision, explain it.

Clarity supports better decisions—and a stronger clinic

Explaining why a decision cannot be made from a product list is not an obstacle to booking. It is a way to help patients understand what they are choosing, what remains for a clinician to assess and how the clinic will support them through the next steps.



When the clinic website and online booking process set those expectations, patients can make more informed choices and the clinic is less likely to face avoidable confusion about suitability, price or follow-up. Show the options, explain the role of assessment and clinical judgement, and make costs visible across the full care journey. That is a practical foundation for patient trust—and for a commercially sustainable service.