



Why We Charge a No-Show or Late Cancellation Fee A Heartfelt Explanation

We know life is unpredictable. Illness, emergencies, or unexpected obligations can arise, and we understand that, but when an appointment is missed or canceled without enough notice, there are real consequences, not just for our schedule, but for our livelihood.

As healthcare providers, especially as a small, locally-owned business, we don't get paid hourly like traditional employees. We don't earn a salary for simply being available. We are only paid when we see clients. Unlike doctors, we cannot book multiple clients into the same time slot. It's also the same if you book a 60 minute appointment and tell us you have to cut it 30 minutes short, then we only get paid for the 30 minutes you are there and are not paid for the 30 minutes that is blocked off for the rest of your appointment but now can't be filled by anyone else. So when a client doesn't show up, cancels too late for the spot to be filled, or leaves early we receive no income for that time. We also cannot bill insurance for appointments that don't occur.

Imagine if you worked an 8-hour day at your job, but at the end of the day your boss said, "We're only paying you for 4 hours today because two of your meetings didn't happen." That's exactly what it feels like when a client doesn't show up or cancels at the last minute. We've reserved that time just for you. We've prepared, held space, and often turned others away for that spot. For us, one missed appointment can mean not being able to pay a bill, buy groceries, or make rent. This isn't just about income, it's about sustainability, being able to continue showing up with care, focus, and energy for all the people we serve.

The no-show and late cancellation fee isn't meant to be punitive. It's simply a way to honor the time we set aside for you, and to support the survival of this work, work that we deeply care about. If we could absorb every missed appointment without financial impact like many large companies can, we would, but in truth, each no-show chips away at our ability to keep this practice going for everyone and keep our providers employed. When you give us advance notice, it opens up that space for someone else who may be waiting for care. Your thoughtfulness helps us serve the community better.

Thank you for understanding, and thank you for valuing our time as we value yours.

-The Huntsville Nutrition Collective Team