

How Paylow Pro's Services Helped Central Washington Oral and Facial Surgery Save Thousands on Processing Fees

Central Washington Oral and Facial Surgery (CWOFS) performs the full scope of oral and maxillofacial surgery with the highest quality of care. Their practice is based in Washington, with a total of five locations: two in Wenatchee, two in Moses Lake, and one in Ellensburg. CWOFS is the only dental provider performing oral surgery in the surrounding north-central Washington areas, and they are dedicated to providing top results and uncompromising care in a timely manner.

The Challenge: Overcoming High Fees and Cumbersome Payments Software

Despite their widespread presence and commitment to quality, CWOFS faced a significant operational challenge. The high-traffic practice was paying thousands of dollars in fees monthly. Additionally, providing top-notch service to dental patients includes ensuring their payments can be easily made and billing is clear. CWOFS was using a payments processor that was difficult for staff to use and frustrating for patients as well. Accessing transactions was complicated, and patients were sometimes double charged.



The Customer:

Central Washington Oral and Facial Surgery (CWOFS)

The Challenge:

High fees and cumbersome payment software connected to their PMS.

The Solution:

The Paylow Pro Dual Pricing pay structure and simplified integrations

The Results:

- **\$8,000/mo** in savings

The Solution: Dual Pricing to Offset Costs

Paylow Pro made the choice to switch payment processors simple, and the transition was quick and painless. Paylow Pro's system seamlessly integrated with CWOFS's existing practice management software, Open Dental and DSN, and installation was just a phone call away. Once Paylow Pro's equipment was installed, the savings were immediately realized. The Dual Pricing pay structure through Paylow Pro allowed CWOFS to offer separate prices for card and cash payments. As a result, CWOFS was able to recover thousands of dollars monthly in fees, freeing up money to buy new computers for the offices.

Flexible, Streamlined Payment Processing

The staff at CWOFS loved the new flexibility and streamlined processes offered by Paylow Pro's platform. Transactions are straightforward, the web-based payments portal offers a convenient option for the practice's remote workers to process payments without a physical terminal, and processing fees can be switched on and off to waive fees for patients with special circumstances.

Responsive Support, Personalized Service

Paylow Pro was available to help every step of the way. From setup to technical support, CWOFS has appreciated the ability to get personalized assistance any time, day or night, when a problem arises. After the switch to Paylow Pro, feedback from patients highlighted a smoother, more transparent payment experience, reinforcing CWOFS's commitment to top-tier service beyond just medical care.

The Results:

CWOFS is a busy practice providing top-quality care to patients from all over the region it serves. Between five locations, it averages more than 350 credit card transactions a month. In the first six months after implementation, Paylow Pro's services saved CWOFS around \$46,000. With the savings, the practice was able to purchase new computers and reinvest funds back into its staff, supporting continued excellence in care.

"Paylow Pro has been awesome! We are in different time zones, and I have never hesitated to call them. They always gets right back no matter what. We haven't been fazed by the transition at all."

Zoila Gonzalez

CWOFS Business Office Manager

