


PAYLOW  PRO

THE COMPLETE GUIDE

DUAL PRICING FOR VETERINARY PRACTICES



HOW TO RETAIN 100% OF YOUR
PRACTICE PROFITS WHILE OFFERING
CLIENTS MORE OPTIONS AT CHECKOUT.

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THE PAYMENT STATUS QUO

Over the past ten years, credit card expenditures have tripled, resulting in billions of dollars in processing fees for veterinary practices. Despite the lucrative nature of processing, only a minority comprehends the intricacies of this largely unregulated industry.

Veterinary offices encounter additional challenges compared to regular merchants, such as the elevated expenses associated with accepting virtual credit card payments through their Practice Management System, difficulties in software integration, and the responsibility of handling patient records. These factors make them particularly susceptible to heightened fees, which add up to thousands in lost profits every year.

VETERINARY PRACTICE PROCESSING FEE BREAKDOWN

Interchange Fees – 1.5%–3.3%

The interchange fee is a payment made directly to the card issuer for the swiped transaction. Fees may vary based on the type of card being used, the amount of the transaction and the industry the business is in.

Card Brand Fees

Assessment fees are fees paid directly to the credit card network so that the practice can use certain credit cards. This fee is based on monthly sales, not per transaction.

Payment Processor Fees: Base Cost +.14–.40%

The merchant services processor, also called a payment processor, can also charge a fee to facilitate the transaction. Merchant services fees include monthly fees, per-transaction fees, equipment lease fees and statement fees.

Patient Management Software Fee – Monthly Software Fee + 1–2%

All PMS system providers work with third party credit card processors. Because they are already integrated, the processing services can charge 1–2% more for transactions than stand alone processing.

THE SHIFT IN PROCESSING FEES

The last 5 years has seen a shift in the way businesses are taking payments, sometimes referred to cash discount or surcharging, each have their own methods of covering processing costs in consumer pricing. Cash discounting displays the same price for cash and card payments then removes a small percentage to give a cash discount. Surcharging charges the same price for cash and card then adds a percentage to the credit card price. In each case, the fees are collected and put toward paying off the business's credit card processing expenses at the end of each month.



WHY CASH DISCOUNT AND SURCHARGING DONT WORK FOR VETERINARY PRACTICES

Cash discounts and Surcharging never really caught on with veterinary practices for several reasons:

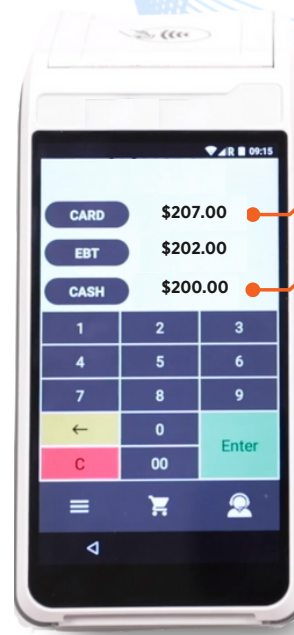
- **It's Confusing:** With the addition of a surcharge or subtraction of a cash discount, the pricing display was confusing for patients and became a focal point for dispute.
- **No PMS Integration:** Running a cash discount or surcharge program separate from a PMS is cumbersome and eats into operational efficiency.
- **Problems with Legality:** Surcharging is not legal in all states and Cash Discount is not approved by Visa card regulations.
- **No Fee Waiver Option:** These programs have no easy options for the practice to waive fees if needed on individual transactions.

ENTER DUAL PRICING

Dual Pricing evolved from the necessity of a cleaner, easier way to pass processing fees to the consumer. Instead of displaying discounts and additions at checkout, there is simply two different price options displayed - one for cash and one slightly higher for credit card. This methodology has seen a much higher adoption rate in the veterinary industry, with less consumer contention.

Several factors contribute to its popularity:

- Easy to understand, professional display to patients
- Clear receipts on checkout
- Clear dashboard reporting
- Simple fee waiver on transactions when needed



Let your client choose.

Card price covers fees.

Cash price gives a discount.

PAYLOW PRO - FINE TUNED FOR THE VETERINARY INDUSTRY



TRADITIONAL PROCESSING

Credit/Debit Card

Integrated Payment Software

Charges 2.5-4.0% in fees to the practice.

Customer

Pays no fees, gets rewards points.

Veterinary Practice

Forfeits up to 4.0% of profits + any additional fees from PMS provider.

PAYLOW PRO

Credit/Debit Card

Integrated Payment Software

Auto-calculates 3.50% fee to the customer.

Customer

Pays a small fee. Still gets rewards points.

Veterinary Practice

Receives 100% of sale amount with no additional fees.

SAVE WITH INTEGRATION

Some processors have elevated these features to the next level. PayLow Pro, for instance, has crafted complimentary seamless integrations with major medical Practice Management System (PMS) platforms like IDEXX Cornerstone, ImproMed Infinity/ Covetrus and Avimark, . This liberation frees practices from incurring up to 2% higher interchange rates with their PMS provider.

IDEXX **Cornerstone**[®]

covetrus
improved[®]

AVImark[®]

COMPARE PMS PAYMENT PROVIDER TO DUAL PRICING INTEGRATION

Pricing & Setup	Cornerstone	PAYLOW PRO
Integrated Processing Rate	4.39% on Average to Practice	0% to Practice
Monthly Software Fee	\$399.00/User	FREE
Monthly Tech Licensing Fee	\$99.00	FREE
Software Contract Length	3 Years	No Contract/Cancel Anytime
Early Cancellation Fee	\$499.00	FREE
Equipment Purchase	\$399.00/Terminal +\$49.99 Monthly	FREE
Equipment Lease	\$49.99/Terminal (48mo Contract)	No Lease, Yours Free
Transition Process	2-4 Weeks	3-5 Days
Setup & Training	Self Setup, Remote Training	In-Person Setup & Training

*Any remaining unfulfilled contract terms with previous processor will be paid out and fulfilled by PayLo Pro.

WHITE GLOVE SETUP & SERVICE

PayLow Pro furnishes PCI DDS compliant processing equipment and offers complimentary in-person installation. To ensure effective patient communication, PayLow Pro conducts lunch-and-learn sessions for staff to adeptly handle queries at checkout and navigate dual pricing in patient treatment plans. If any issues arise after installation, PayLow Pro's bilingual support is available 24/7 with little to no hold time.



NO OBLIGATIONS FOR PRACTICES ... OR THEIR CUSTOMERS.

PayLow Pro stands out by not imposing contracts or obligations, allowing practices to revert to traditional processing at any time. They go a step further by offering to buy out any existing processor contracts. The program is so successful, only 2% of practices return to traditional processing after trying PayLow Pro.

Moreover, PayLow Pro is one of only a few dual pricing providers that allows your practice to waive the credit card fee on individual transaction basis if needed.

They are always available - even early in the morning, I just pick up the phone and they answer.

- Kristin Eary, Underhill Animal Hospital

THE SUCCESS

Accruing credit card fees over time amounts to practices losing thousands in revenue annually. Here is just a couple practices that have seen huge savings with dual pricing.

CASE STUDIES



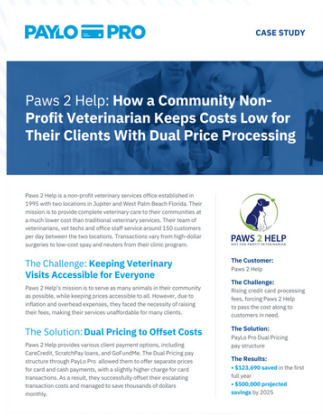
Underhill Animal Hospital,

Underhill Animal Hospital was facing high monthly processing fees with poor merchant service support. In addition they were trying to manage dozens of patients a day without a patient management platform. PayLow Dual Pricing technology integrated to IDEXX Cornerstone is saving them thousands and streamlining operations.

The Results:

- **\$8000/Month** in savings and faster administration & appointment management.

[Read More](#) ➔



Paws 2 Help

Inflation coupled with rising credit card processing fees was forcing non-profit veterinary chain Paws 2 Help to raise prices for their clients, making veterinary visits less accessible to their community. Switching to PayLow Pro dual pricing allowed them to keep their costs low and offer a lower cash price option to their clients.

The Results:

- **\$10,000/Month** in savings, projected to save over \$500,000 by 2025.

[Read More](#) ➔

THE VSO ADVANTAGE

Collaborating with Veterinary Service Organizations (VSO) groups marks a significant stride for PayLow Pro within the industry. By addressing all practice requirements, delivering top-tier BBB A+ rated customer service, offering free equipment, and transparent reporting it is rapidly emerging as the alternative credit card processing solution for VSOs across the nation.

- | | | |
|-------------------------------|----------------------------|------------------------|
| ✓ Higher Revenue Share | ✓ 27/7 Bilingual Support | ✓ No Annual Fees |
| ✓ Free Equipment | ✓ Free Processing Supplies | ✓ No Cancellation Fees |
| ✓ Free Integration to PMS | ✓ Dedicated Account Rep | ✓ No Monthly Fees |
| ✓ Detailed Residual Reporting | ✓ No Price Increases | ✓ No Contracts |

IN CONCLUSION

Conventional payment processing is swiftly becoming outdated, as an increasing number of veterinary practices choose a more economical approach to handle payments. Through innovative options like Dual Pricing and advanced programs such as PayLow Pro, the veterinary services sector can now enjoy the same cost-effective advantages without disrupting service or operational efficiency. Consequently, Veterinary Service Organization (VSO) groups can provide their practices with a tangible savings solution.

START YOUR SAVINGS

Your journey to higher profits starts with a simple conversation. Talk to one of our experienced PayLow Pro representatives for a complete savings analysis.