

Paws 2 Help: How a Community Non-Profit Veterinarian Keeps Costs Low for Their Clients With Dual Price Processing

Paws 2 Help is a non-profit veterinary services office established in 1995 with two locations in Jupiter and West Palm Beach Florida. Their mission is to provide complete veterinary care to their communities at a much lower cost than traditional veterinary services. Their team of veterinarians, vet techs and office staff service around 150 customers per day between the two locations. Transactions vary from high-dollar surgeries to low-cost spay and neuters from their clinic program.

The Challenge: Keeping Veterinary Visits Accessible for Everyone

Paws 2 Help's mission is to serve as many animals in their community as possible, while keeping prices accessible to all. However, due to inflation and overhead expenses, they faced the necessity of raising their fees, making their services unaffordable for many clients.

The Solution: Dual Pricing to Offset Costs

Paws 2 Help provides various client payment options, including CareCredit, ScratchPay loans, and GoFundMe. The Dual Pricing pay structure through PayLo Pro allowed them to offer separate prices for card and cash payments, with a slightly higher charge for card transactions. As a result, they successfully offset their escalating transaction costs and managed to save thousands of dollars monthly.



PAWS 2 HELP
NOT FOR PROFIT VETERINARIAN

The Customer:

Paws 2 Help

The Challenge:

Rising credit card processing fees, forcing Paws 2 Help to pass the cost along to customers in need.

The Solution:

PayLo Pro Dual Pricing pay structure

The Results:

- **\$123,690 saved** in the first full year
- **\$500,000 projected savings** by 2025

Hands-On Training, Flawless Transactions

PayLo Pro offered complimentary onsite installation of cutting-edge Dual Pricing-enabled PAX terminals at no cost to replace the Clover terminals Paws 2 Help used in the past. They set up a trial run of the new system at their Jupiter office, and it proved to be flawless in handling their high-volume transactions.

Community Savings, Happy Customers

Lapis coached staff to clarify with customers that the slightly higher price for paying with a credit card includes the transaction fee that the clinic would otherwise have to cover independently. Offsetting the cost would ensure competitive pricing for all customers. Once clients understood this rationale, they had no issues with the card pricing. When given the option of a lower price for cash payments, most clients preferred to stick with the regular card pricing, further demonstrating the success of the Dual Pricing approach.

PayLo Pro also provided signage for the office, which included a QR code to more information on the pricing options. Within a few days both the Jupiter and West Palm Beach locations were up and running with Dual Pricing and saving big.



"With so many veterinary practices from the larger chains popping up and charging 3x what we do, it's really nice to be able to save in a big way and keep prices low for our community"

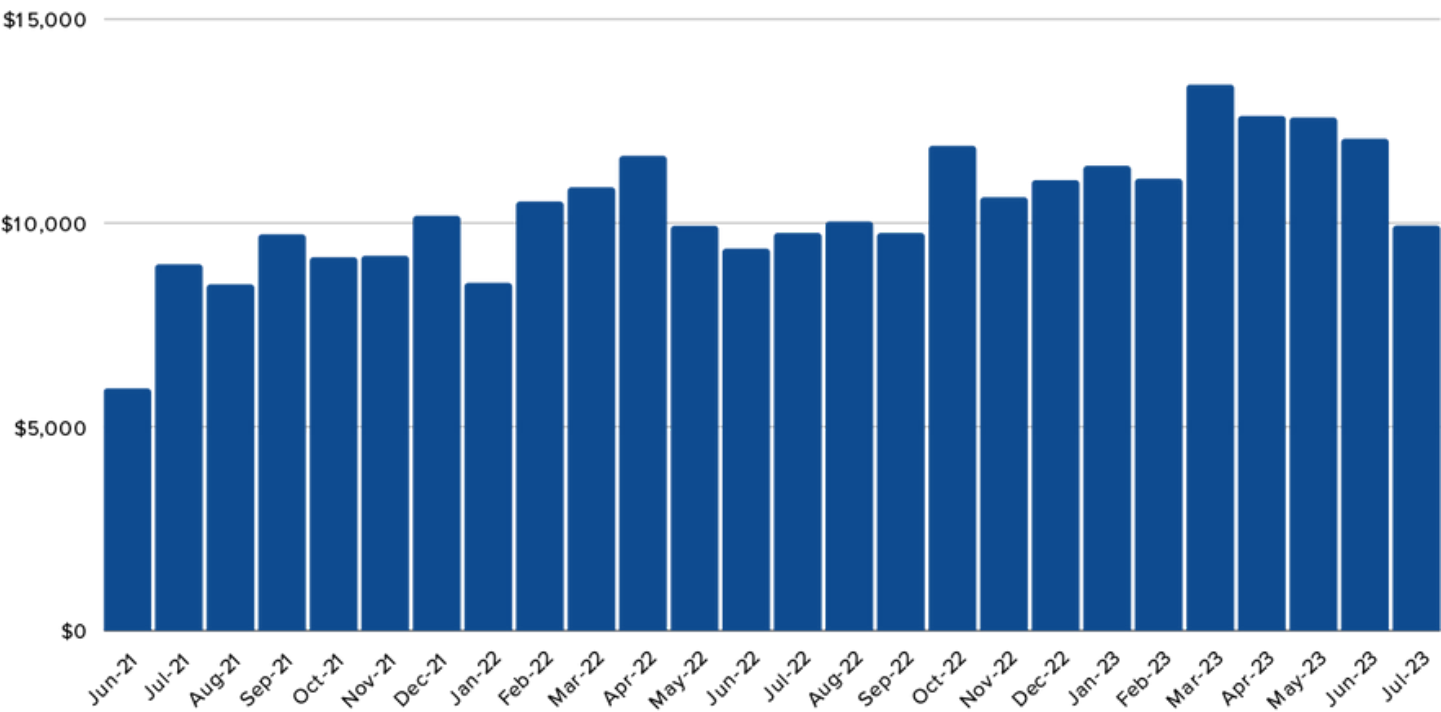
Carla Smith

General Manager, Paws 2 Help



The Results: Zero Price Increase Two Years in a Row

On average, Paws 2 Help was spending \$10,311.00 per month to process payments. They implemented Dual Pricing in June of 2021, and that year they saved \$61,495. In 2022—their first full year—they saved \$123,690. Because of these savings, 2021 was the first year in the last 5 years that Paws 2 Help did not have to increase their prices, and they were able to make some much-needed updates to their equipment and offices. A long-standing practice such as Paws 2 Help is projected to save over \$500K by 2025 with Dual Pricing.



2020

TRADITIONAL
PROCESSING
HIKING PRICES
TO COVER
FEES

2021

DUAL PRICING
FOR 6 MONTHS

SAVED \$62K
JUNE-JAN

NO PRICE
INCREASE

2022

DUAL PRICING
FOR A FULL YEAR

SAVED \$124K
JAN-DEC

NO PRICE
INCREASE

2025

DUAL
PRICING

PROJECTED
TOTAL
SAVINGS
\$500K