PAYLO PRO

CASE STUDY



Unleashing Efficiency:

How PayLo Pro transformed operations brought big savings to Underhill Animal Hospital

OVERVEIW

Established in 1957, Underhill Animal Hospital has been a cornerstone of pet care in the Orlando, Florida region for many years, catering to the needs of dogs and cats with a comprehensive range of services. Beyond standard appointments, their bustling office encompasses an emergency and urgent care unit, as well as a boarding and grooming facility. With a dedicated team comprising six doctors and thirty veterinary technicians and administrative staff, they attend to over sixty patients daily, including many working canines from fifteen local police departments.

THE CHALLENGE

Until recently, the practice operated without a formal patient management system, relying on outdated terminals for processing transactions, which averaged $300,000 per month. The business lacked the means to link payments to patient records, while incurring a substantial 2.7% in interchange fees, totaling an average of $8,000 monthly. Moreover, they faced recurrent challenges with obtaining timely support from their merchant service provider, sometimes enduring lengthy delays for tasks as routine as terminal backups.

Inefficiencies and high expenses caused by disconnected payment platform and elevated processing fees.

THE TRIAL

In January 2024, Dr. Daniel Hill, attending the Veterinary Meeting & Expo in Orlando, encountered the PayLo Pro exhibit. Captivated by the promise of fee-free processing and the integration benefits with a Patient Management System, he opted to trial the product.



The Customer

Underhill Animal Hospital

The Challenge

High monthly processing fees, Non-integrated payment technology and unresponsive merchant service provider.

The Solution

PayLo Pro Dual Pricing technology combined with Dejavoo QD4 terminals and Cornerstone PMS

The Results

- Payments fully integrated with patient records
- $32K in fees saved since January 2024, slate dto save $88K by EOY.

THE SOLUTION

PayLo Pro payment technology + Dejavoo QD4 termianls + Cornerstone patient management system.

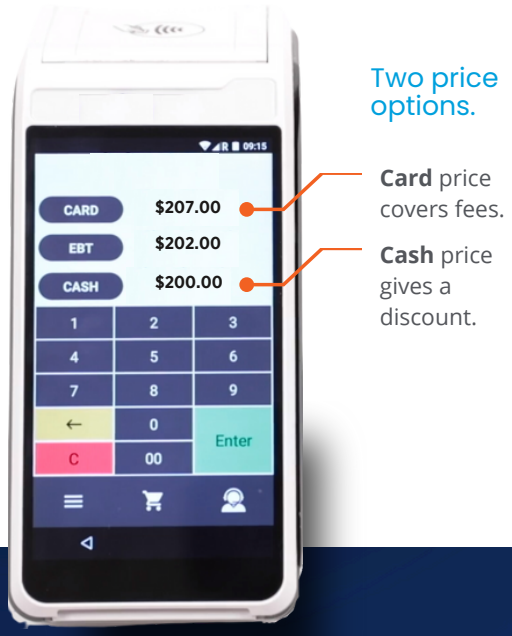
PayLo Pro promptly dispatched a team to the practice the following week, installing their free Dejavoo QD4 terminals and seamlessly integrating the payment platform with their recently acquired Cornerstone PMS. In addition, the entire staff received comprehensive training not only on operating the technology but also on communicating the concept of dual pricing to clients.

TRAINING

"Training is paramount," emphasizes Derek Lapis, owner of PayLo Pro. "We personally conduct every new installation on-site and complement it with in-person training sessions. Recognizing the busy schedules of practice staff, we occasionally opt for a lunch-and-learn format. Regardless, our priority is ensuring thorough preparation and comprehensive understanding of both the concept and system."

Choice + Transparency + Flexibility

The training emphasizes the importance of effectively communicating dual pricing, underscoring the principles of choice and transparency. By presenting clients with two distinct price options – one inclusive of card fees and one for cash transactions sans fees – and prominently displaying these options at checkout, the practice aimed to empower their clients while streamlining their financial operations. The provision of a fee waiver option catered to clients unwilling to accept added fees, ensuring client satisfaction alongside significant cost savings.



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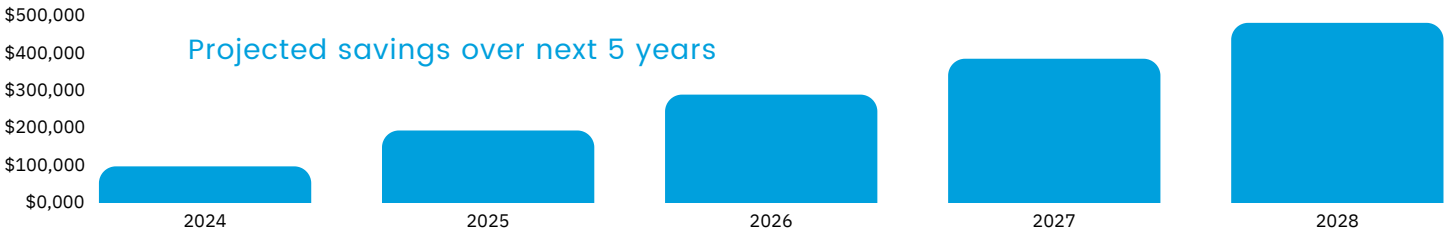
Things to consider:

Patient management systems start at $700 per month. However, with PayLo Pro's complimentary integration, practices can easily recover this expense through monthly savings on fees.

THE RESULTS

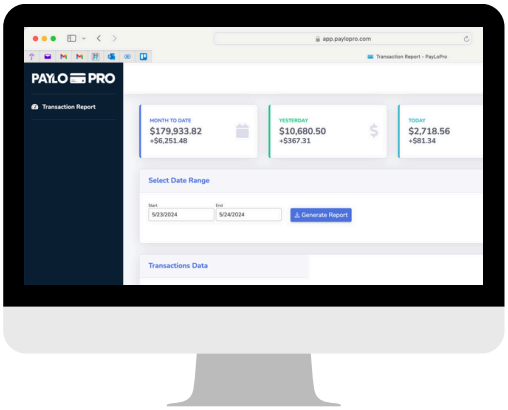
BIG SAVINGS

Since transitioning in mid-January, Underhill Animal Hospital has realized approximately $32,000 in savings, with projected savings of roughly $96,000 for the year. Dr. Daniel Hill expressed regret at not making the switch sooner, earmarking the accrued savings for reinvestment into the practice.



BETTER ACCOUNT MANAGEMENT

Kristin Eary, the practice's bookkeeper, highlighted the benefits beyond mere savings, citing streamlined bookkeeping facilitated by retaining 100% of profits and gaining access to real-time transaction dashboards and reports. Praising the exemplary service provided by PayLo Pro, she noted the stark improvement over their previous processor, with prompt assistance available even at unconventional hours.



IN CONCLUSION

"Veterinary practices bear a heavy burden of fees," Lapis explains. "Nearly all expenses are directly borne by the practice, and with the average visit hovering around $175, these additional costs accumulate quickly. Furthermore," he continues, "most Practice Management Systems (PMS) incorporate processing technology that imposes fees above the standard rates. When you factor in monthly equipment leases or purchases, the overall expense becomes exorbitant. PayLo Pro liberates practices from this financial strain with our complimentary integrations and equipment."

I can honestly say that 100% of my veterinary clients wish they made the switch sooner."

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