

# Optometry Member



## PATIENT HISTORY

A three-location optometry member, taking over \$250,000 in patient payments each month had been with their current payment processor for years. In response to an emailed marketing campaign we initiated offering healthcare providers a payments checkup, they contacted us to learn more about the solutions and savings Priority could offer.

## PAYMENTS CHECKUP

Our healthcare sales representative reached out to complete an initial discovery call, and had the practice send in statements for evaluation.

## PRESCRIBED SOLUTION

The next day we sent a proposal outlining our recommended payment acceptance solution which would reduce their overall cost of payment acceptance by 26%.

## TREATMENT PLAN

The practice accepted our offer and was able to sign up for our services the same day. Within the week, we had them installed, trained, activated, and ready to take patient payments with Priority while enjoying exceptional savings.

## GET STRONG WITH PAYRIGHT

This practice is starting to see the value of the Priority PayRight program which saves them over \$1,500 monthly with estimated savings of \$18,000 annually. Staff can conveniently track and reconcile all payments received and collected through a single reporting system.

## PATIENTS VITALS



**\$1,500**

In Monthly Saving



**26%**

Reduction In Processing Fees



**\$18,000**

In Total Annual Savings