



## LOCATION

Reno, Nevada

## SUCCESS WITH

Virtual Terminal for insurance reimbursement on credit cards, EMV, & Save Smart Guarantee

## CLIENT MIX

Medical Office

"You are saving us close to 2% over the other processor"  
- Stephanie

## ROI FROM STILLWATER PAYMENTS

Perry B. Young, D.D.S. saved as much as 2.17% on their merchant account fees, or \$720 a month.

## RESULTS

- Substantial Cost Savings
- Improved Transaction Security
- No lost efficiency verses integrated credit card payments

## BACKGROUND

Perry B. Young, D.D.S. is one of the many local businesses Stillwater Payments prides itself on serving. They are a family-friendly, customer-focused Oral & Maxillofacial Specialist. According to their website, "Our specialty is making patients feel comfortable with their upcoming procedure."

Perry B. Young, D.D.S. engaged Stillwater Payments, hoping to lower their overall costs on merchant credit card services. They believed their fees with a software integrated payment processing company were too high. Stephanie and Dr. Young at Perry B. Young, D.D.S. wanted another option, one that would lower their costs to accept insurance company reimbursements on credit cards.

## SOLUTION

Our Virtual Terminals feature secure card storage, recurring payments, invoicing, account updater, and simple level 2 and level 3 processing. They are designed to allow for flexibility and ease of use. They are safe, secure, and feature rich.

The Virtual Terminal allows for the insurance reimbursement cards to be run at the lowest effective. There is an easy separation of transactions between the credit card terminal and the virtual terminal. Only the insurance reimbursements are run through the virtual terminal.

Our EMV credit card terminal will allow for EMV transactions on credit and debit. With Guardian encryption and EMV, the credit card transactions are secure for both the merchant and cardholders.

## RESULTS

Before they came to Stillwater Payments, Perry B. Young, D.D.S. was paying an overall fee of 3.76% on average for credit card payments integrated into their practice management software. Utilizing our Save Smart Guarantee, we knew there would be some nice savings on the merchant fees. After our implementation, their merchant fees went down to 1.91% on average. The Virtual Terminal technology is saving Perry B. Young, D.D.S. approximately 1.85% on insurance reimbursements. In dollars, an overall average of all payments, Perry B. Young, D.D.S. is saving \$657.92 every month. This amounts to a yearly savings of over \$7,895.

Stephanie created an electronic payment item to replace the integrated credit card payment button in their practice management software. When a credit card payment is made through the credit card terminal or virtual terminal, she clicks that button. Once the electronic button is clicked, the patient file is updated as paid. Similar to the integrated version updating the patient file, however, the credit card processing fees are substantially lower.