

Chip Cards, Security & Savings

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Today's Take-Away

What you need to know

1. How credit card processing changed
2. How to increase security/compliance
3. How to reduce processing fees by up to 30% (or more)
4. How to begin

What's taking place?

EMV - "Chip Cards"

- 78% of Credit Card fraud is carried out in countries without EMV
- 47% of worldwide fraud is located in the U.S.
- In the UK, EMV security eliminated over 80% of fraud overnight. In the US it is expected to eliminate 95% of lost/stolen fraud and 90% of counterfeit fraud.
- **EMV stands for Europay, MasterCard, Visa which were the parties involved with creating the standard.**



The speed of change

Changes to the Credit Card Industry

- Major Liability Change –
 - Liability has Shifted to Merchant
 - Merchant is Responsible for 100% of fraudulent transactions, fines and penalties with absolutely zero recourse.
- Chip Cards / EMV Smart Cards / Mobile Payments
- New credit cards issued:
 - Per Day: 1.6 Million
 - In 2015: 575 Million
 - In 2014: 185 Million

Industry Trends

Explosive Mobile Payments Growth

Growth of Samsung Pay, Apple Pay, Google Wallet

- Forecasted US mobile payment volume to grow at a five-year compound annual growth rate of 172%. Volume will rise to \$818 billion by 2019, or just under 15% of total US payment volume.
- The Apple Pay effect is real — in-store mobile payments volume will top \$800 billion in 2019
- Google Wallet would be preinstalled in Verizon Wireless, AT&T and T-Mobile USA, making it easier for users to get started with Google Wallet. New version called Android Pay release May 2015.

Mobile payment is the fastest growing segment

- **According to Gartner Research** by 2017 the total worldwide mobile payments market is expected to reach 450 million users (18% growth a year) and be worth \$721 billion (35% a year).

Contracts - Not Needed

How our System Works

- Rate comparison analysis.
- Know what you'll save up front before change.
- Next Day Funding, including American Express
- No contracts, no leases, no hassle:
 - * **Direct access to technical and account experts**
 - * **No Termination Fees**
 - * **No Setup Application Fees**
 - * **Good Customer Support**
 - * **Multiple Products and Services Offered**
 - * **Free Mobile App**
 - * **Online access to your merchant account**
 - * **Mobile Payment, Gift and loyalty acceptance**

Patient Payment Arrangements

Does Your Practice Have a Challenge Collecting Patient Deductibles?

- High deductible patients – Reoccurring payment feature
- Reducing AR timing – Scheduled monthly auto-payment when convenient to patient
- Reducing billing costs – Understanding how processing a credit card affects the fees charged
- *Billing Department Online payment of services (for over the phone transactions)*

New Terminal

- No Leases Required = Huge Savings!
- Benefits: EMV capable (Chip and Pin cards), NFC, Apple Pay, Soft Pay
- Rates: Debit 0.89%, 1.89% Credit, Special: Amex incl. @ same rate!
- *Physician Partners Member Cost:*
 - * *\$379.00 for the VX520*
 - * *\$239.00 for the VX805 Pin Pad, plus tax and shipping.*

(Retail: \$795 terminal, \$295 pin-pad)

VX 520 and VX 805 Bundle



Next steps...

How to get started:

1. Practice requests rate analysis
2. Capital Bankcard sends application request, with demographics, banking info
3. 24 hours or less Capital Bankcard sends back the rate analysis, showing savings and the completed application

Thank you...

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