

Chip Cards, Security & Savings

Dan Clark

VP, Sales & Business Development Capital Bankcard Options

dclark@capitalbankcard.com

949.510.1893



Today's Take-Away

What you need to know

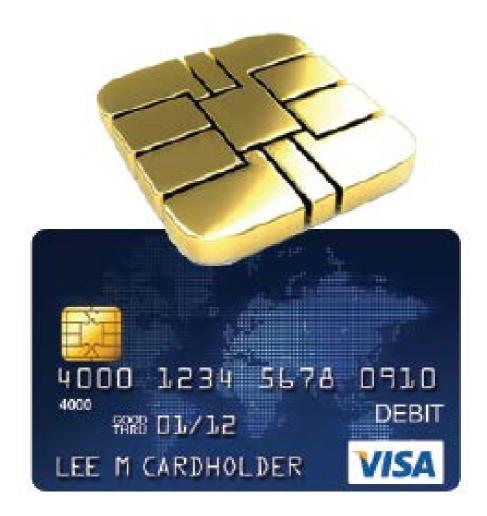
- 1. How credit card processing changed
- 2. How to increase security/compliance
- 3. How to reduce processing fees by up to 30% (or more)
- 4. How to begin

What's taking place? EMV - "Chip Cards"



Scripps Mercy Physician Partners

- 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.



Source: ETA (Electronic Transaction Association



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



Scripps Mercy Physician Partners

- 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.

(Retails: \$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...

Dan Clark

VP, Sales - Capital Bankcard Options dclark@capitalbankcard.com 949.510.1893