

# Advanced Security & Easy Savings

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# Today's Take-Away

## What you need to know

1. **Security is Paramount**
2. Capital Bankcard offers Security Plus Program & Managed Encryption Services
3. How to reduce processing fees up to 25% or more
4. How to start

# Our Three Take Aways from the NBC Nightly News Report

- **If you still don't accept chip cards, you need to start**
- Security is paramount in every avenue—and it doesn't have to come at the expense of customer service
- Criminals will never give up, so make sure you're futureproof

# Managed Encryption Services

## **Capital Bankcard offers:**

- a Security Plus Program
- a *cloud-based* Managed Encryption Service for all devices

# Save up to 25% on Your Credit Card Processing

**Capital Bankcard offers exceptional rates on credit card processing. Has your practice taken advantage of a no-cost rate comparison yet? Many practices are already saving... why not yours?**

- **Preferred Member Benefits**
- NO Application / set up fees
- NO Long term contract
- NO Monthly minimum fee
- NO Hidden fees
- NO Cancellation fee
- NO Programming fees

# March Madness Special Offer

- Capital Bankcard is offering a **very special rate plan** for all new practices that participate in a rate review and sign up between now and the end of March.
- If Capital Bankcard can't match your current deal, or offer you an even better one –they'll give you \$100.

# 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**
  - \* **Outstanding 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 0.79%, 1.79% 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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