

Speaker 1 ([00:03](#)):

Welcome to I Vet so hard technology and workflows that really work the not so serious podcast for seriously busy veterinary teams brought to you by vet to pet.

Speaker 2 ([00:13](#)):

Listen for quick fun interviews with veterinary professionals, who've retrieved and actually held onto their sanity, happiness, and success. I learning a few new tricks and embracing efficient processes that actually work.

Speaker 1 ([00:26](#)):

I'm Dr. Stacey Santee,

Speaker 2 ([00:28](#)):

And I'm Dr. Caitlin de Wilde. And

Speaker 1 ([00:30](#)):

This is I events in the heart.

Speaker 2 ([00:34](#)):

Hey everybody. And welcome to the podcast. Uh, excited to talk to you about, uh, a really cool interview that we did. I mean, all of them are really cool. So I should probably stop saying that at the beginning. So we're going to talk about simple stuff though, and you're going to love it. But first, uh, my fabulous cohost, Dr. Stacy Santee, what is new in your world? What have you been up to?

Speaker 1 ([00:54](#)):

Well, um, great to see you, Kaitlyn. I have been, you know, I was recently at, in Florida for the Emerald coast veterinary conference. So that was a scene. I have to tell you, I struggled to, because Florida is experiencing a hundred percent humidity and my hair was a big problem. Plus the fact that I couldn't breathe and I don't know how the Floridians have do it, honestly. Like I couldn't do that every day. They are amazing people, just the mere fact, anyone in the south that can deal with the humidity. Holy moly, that is hard to handle for me. Uh, but the conference was really great. It's so nice to see people back in conference and being, and sharing ideas. And, you know, today we're talking about credit card, virtual payment, basically contactless payment. And that is something that I think, you know, is a hot topic. We were definitely talking about that at the conference and figuring out ways to take some of the things we learned in COVID and implement them and not just what I really don't want practices to do. And I did kind of honestly get the vibe that some practices were doing. This is, they're just gonna go a hundred percent back to the way things were. I'm like, oh, wait,

Speaker 2 ([02:21](#)):

Don't do that. Yeah. Yeah, because

Speaker 1 ([02:23](#)):

It wasn't great.

Speaker 2 ([02:26](#)):

Right, right. We made some big strides, so they really need to keep the momentum going. I feel like,

Speaker 1 ([02:34](#)):

Yeah. How about you, when do you do?

Speaker 2 ([02:37](#)):

Uh, not too much. Not too much, but it did get me thinking, uh, my husband and I went out to dinner and they brought the check and, uh, he, he just immediately handed it to me and I was like, what is this a hundred? And he handed it to me and he was like, you'll love this. And I opened it up and I'm expecting it to see like they like mischarged us or something. But on the bottom of the receipt is a QR code. And I am like obsessed with QR codes in our practice. And I'm constantly doing new QR code things. Um, cause I'm that nerd, but the QR code for the receipt was texts to pay the bill or was to scan, to pay the bill for the restaurant. And this was like a nice restaurant. And I was like, this is awesome.

Speaker 2 ([03:22](#)):

And I was like, I wonder if they went this way because of contact lists, right? Like just from the vector of disease situation, um, in the early days, you know, they were worried about that. But honestly, like, just from the efficiency standpoint of the risk of the server, not having to come back, walk all the way back, address the restaurant, take it back, process it, bring it back to you. And then I am also notorious about Raymond my mouth and not paying attention and taking my card back. So I just thought this was like such a cool idea. And I was like, what, why didn't, why haven't they been doing that this whole time? So I thought that was really cool. And it got me thinking about, uh, our discussion with Bobby that we're gonna dive into here in a second about the different ways that we can accept payment. But also some of those like hidden fees. I remember when we were starting the practice, I was like completely dumbfounded as a new business owner about all of the fees that go into credit card processing and all the different nuances. So honestly, even having been through that, this was still a very helpful and educational episode for me. So I think we should dive in.

Speaker 1 ([04:33](#)):

Yeah, let's dive in. I mean, speeding up improving the payment collection at the point of sell is such a good thing to spend time on figuring out how to make it better. And I know the quickest way to ruin a fabulous night out at dinner is to make somebody wait 15, 10, 15 minutes to pay the bill when they're done, because when you're done, you're done. You want to just get the hell out of there. And the same is true for our veterinarian clients. You think about how long it takes to do a dismissal and go over all the, to go home. And you, you know, you're just got to get out of there at some point, and then we've got to speed up this payment collection. So I love that was so cool. Your restaurant did that.

Speaker 2 ([05:19](#)):

I think so. I think we should, we should do it more possibly like in the room, right.

Speaker 1 ([05:26](#)):

So let's hear about, Bobby has to say, here we go.

Speaker 3 ([05:29](#)):

So my name is Bobby Borin. I, uh, work as a business development representative for gravity payments in the merchant services industry. Um, so I've done that for, I lose track, but, uh, 13 years I believe right around 13 years, uh, to date. So definitely, um, you know, spent some time in this, in this field.

Speaker 1 ([05:51](#)):

Are you sure you remember when we first met? It was probably, uh, I think it was not a trade show. Where was our booth kind of by each other? I can't recall. Or did you know?

Speaker 3 ([06:01](#)):

So it was, I think it may have been BMX or WVC one of those. I was probably one of the big ones. Um, but yeah. So you were exhibiting that you had a little bit to bet booth at the time. It's probably been a good eight years or something like that. Um, I could be a little off there, but uh, yeah, no, we've, we've known each other for a little while, so I'm great working with you.

Speaker 1 ([06:21](#)):

Did my booth look like I made it at home,

Speaker 3 ([06:25](#)):

Right, exactly. Yeah. It was tied together with some duct tape and, you know, that's it,

Speaker 1 ([06:30](#)):

That was real. And so we, we just hit it off and I've always really loved gravity payments and the business you guys deliver. I liked just that. You're really easy to talk to and really easy to explain things about merchant services in a way that I had never thought about before. So you work with hundreds of veterinary practices and veterinary exclusive, right? That's all you do for you.

Speaker 3 ([06:58](#)):

So I do now. Yeah, exactly. Yeah. So I think we're around 2,500 today now. So yeah, it's growing, growing over the years, which has been awesome.

Speaker 1 ([07:06](#)):

So lots of lessons there for everybody else that's listening. That's not using gravity payments. If you were to help a practitioner with their merchant services, I mean, where do you start? What do they need to know? What do they need to be aware, be aware of? What do they need to look out for? How do you know when you're in a good relationship with the merchant provider? What does that

Speaker 3 ([07:31](#)):

Right. Yeah. So, you know, it's not a surprise to anybody when they hear that credit card processing is a straight from rocket science, right. It's difficult to understand, um, you know, the industry as a whole down to the fees now to the support and under the equipment, the technology, you know, it's just, it's difficult. Um, you know, so we try to take a step back and simplify, uh, credit card processing, right? When it comes down to it, the only thing business owners care about is the dollar amount that comes out of their bank account. Right? Like you forget about what the fees are called, forget about the technology. When it comes down to it, they're running a business, they're trying to make a profit. So,

um, you know, one thing we try to do is really kind of simplify what taking a credit card payment looks like and what the fees look like.

Speaker 3 ([08:19](#)):

So something as simple as, um, you know, helping clinics understand what's called an effective rate, right? An effective rate is when it's said and done at the end of the day, you take the total dollar amount you were charged and you divide that by the total dollar amount you process from a month, that's going to give you one blanket rate, including everything. Well, a lot of credit card processors will come in and say, Hey, we're going to charge you up 1.5%. So we're going to charge a 1%, but they leave out the out of transaction fees at a monthly fees at an annual fees and everything in between. Right? So their rate looks really appealing, but when you get your statement, you calculate that effective rate. That 1.5% turns into upwards of three, three and a half percent, which is far different than what you originally promised. So, um, you know, if there's anything that you take from this from myself, it's really just understand that bottom line, you know, make sure you're, um, you know, getting that effective rate from the credit card process or getting that in writing. So, you know, when you get your statement and you're reconciling, uh, you're only paying that amount nothing more.

Speaker 1 ([09:23](#)):

Oh, it's so confusing. I never thought of that, but you're right. It does matter what if there's a monthly fee or annual fee or all those little things add up, and those are costs that you're paying for your service, right? Yeah. What about, what about, uh, you know, how, how does the amount of volume you're processing factor into your rate? Is it reasonable to think that if you're a huge practice doing processing millions of dollars through your merchant, you're going to get a substantially lower rate than maybe a one doctor practice can ever get?

Speaker 3 ([10:00](#)):

Sure. So in a lot of cases that you know, that that can be the case. Um, no, when it comes down to it, that doesn't mean if you're, you know, if you have a business processing \$20,000 a month in credit cards, even 10,000 versus a business processing, a hundred thousand or a million, that doesn't mean that those smaller practices can't get a good, you know, cost structure when it comes down to it. Stacey, it's just all about negotiating that if you go to a credit card processor and you say, Hey, this is my volume. Can you set me up for credit card processing? And you don't negotiate that rate. They're probably not going to price you very competitively, but just always know that there's there's room to negotiate that, right. Again, I'm in the business and I'm saying absolutely, absolutely

Speaker 1 ([10:42](#)):

Buying a car, isn't it?

Speaker 3 ([10:45](#)):

You know what, when it comes down to it, um, realistically just, just, just make sure you negotiate that, right. It doesn't matter. You know, if you're a small business, if you're a business processing, you know, a lot more transaction than, than the smaller ones, it's, you know, just negotiate that rate to make sure you're being taken care of.

Speaker 1 ([11:03](#)):

What kind of words would an owner say to negotiator? You got to come in and say like, oh, is that the best you can give me? Or do you say, even if it's not true, like, oh, I'll get back to you. Cause I'm, I've got three other vendors I'm assessing and stuff like that. Is that right?

Speaker 3 ([11:20](#)):

Right. Yeah, absolutely. You know, if you look at few different providers, you know, compare, if you're looking at one provider and just thinking of one option, you know, I mean, unless you really negotiate that down, it's going to be difficult for you to probably come out with something super competitively. Um, so yeah, so, you know, look at different providers, make sure they know that you understand the effective rate, but you know, which is what I mentioned earlier. Um, you know, if you understand that bottom line, then, you know, you're, you're probably gonna be priced more competitively as well. So absolutely

Speaker 1 ([11:52](#)):

Brush up on

Speaker 4 ([11:53](#)):

Our, our, uh, price shopping and our associations hashtag I met so hard is brought to you by vet to pet, Hey guys, this is Stephanie Gosse from the uncharted podcast. And I wanted to take a quick second to share with you three of my top reasons for using vet to pet in my clinic. We've used them for years. And I love the fact that it brought a lot of the client communication platforms that we had previously been using in separate individual services into one, easy to use dashboard. My team goes one place and they manage so many different client communications. And I absolutely love making their jobs easier. And the clients absolutely love using vet to pet because they love being able to schedule appointments. They love being able to send us a picture when they're out of their pets medication and know that we'll send them a push notification back as soon as their meds ready for pickup. So if you've not checked out vet to pet, you should visit vet to pet.com forward slash I vet so hard and you'll get a free gift from the team at vet to pet when you demo the platform.

Speaker 1 ([13:06](#)):

Okay, I have another question. This is something you actually educated me on that I had no idea about it's this card, not present thing, like that's a whole nother ball game versus swiping a card. And I feel like during the pandemic, most of the practices I spoke to, they wanted a card, not present option, but they had no idea. Even if you're keying in the card from the phone, they had no idea that they're probably paying a higher rate on that. Is that true?

Speaker 3 ([13:39](#)):

That's a hundred percent true. Yeah. And unfortunately, over the past, what year and a half with, with COVID and a lot of clinics transitioning to the curbside processing environment, there's really is no way to avoid that. But basically, um, you know, there are two things you pay and the credit card processing business, right? The first thing you pay is the visa MasterCard cost, which is referred to as interchange. And that's the same one, everybody. Okay. It doesn't matter if you're with gravity, with your bank, with whomever, you're still gonna pay that visa and MasterCard costs. And then the second thing you pay is the mark-up, which is what the processor is actually gonna charge over and above that cost. Well, on the visa MasterCard side, that interchange costs. When you take a tramp, take a payment and the let's say, even you have the card physically there, but you manually punch it in beast.

Speaker 3 ([14:24](#)):

That MasterCard look at that as more of a risk, right? Because the cards technically not there, right? When it comes through the system, there's more of a risk for a charge or dispute. So the interchange costs will increase because that risk factor will increase as well. Um, so on average, and again, this is on average, it depends on kind of your card mix and you know, how you're processing transactions, but clinics or businesses in general, not just veterinary clinics will pay anywhere from, you know, 0.3, 0% all the way to half a percent more on their transactions than they do for just a card present transaction that you swipe. So if you have a clinic that's processing a hundred thousand dollars a month, then you factor in 30 basis points or 50 basis points. I mean that over a year can add up to a good chunk of change. So

Speaker 1 ([15:09](#)):

Is there anything a vet practice could do to make that rate better? Should they just go back and negotiate more?

Speaker 3 ([15:15](#)):

They could do that. That's one, that's one option. Um, you know, one thing that, uh, they can do. So when you manually key in a transaction of the terminal will sometimes prompt for information. It'll ask you for a zip code or an address rule of thumb, the more information you enter into that device when that device asks for it, we'll, uh, limit the increase in cost, essentially case. So, uh, make sure your processor has you set up in a way where you can actually enter that information to reduce that interchange cost cause some, you know, you have a clinic that's been processing the same way for 10 years and you know, their account's really not set up that way. You know, I mean, they're just going to pay the higher interchange rate because they don't have a way to enter input that any of that information, um, and outside of that, so you have clinics, uh, some clients are integrated to their practice management software. That's swiping payments directly into their Pimms versus on a separate device. If you're integrated to your practice management software, the software should have the ability to capture that information for you. You're still going to pay a little bit more, but the software should be capturing the information needed to make sure that's not, you know, uh, the cost isn't increasing to the, you know, most expensive amount there hope that makes sense.

Speaker 1 ([16:33](#)):

It helps a lot. Let's talk about that. Um, practice software integration, cause that's a hot topic, right? Everybody wants everything to talk well and not have to click or do anything. It just auto-magically works together. Right. Is it possible, I mean, are you paying for the integration and you just don't really know it or is it just an extra thing you get for free, if you can negotiate this rate really good with your provider.

Speaker 3 ([17:04](#)):

Right. Well, let's just say if something makes things a little more transparent and seamless, you're probably paying for it. Um, yeah, so, right. So, uh, you know, to, to kind of differentiate the two, when you're integrated into a practice management software, you know, sophomores are going to be kind of set up differently, but to give you an idea, when you run a transaction, you'll, you'll pull up the invoice for that customer and you're going to hit somewhat of a pay now button, invoiced button, whatever that checkout button is there. Once you hit that button, when you're integrated, the terminal is automatically going to light up with the amount on that customer invoice, right? So essentially you're eliminating the need to manually input the amount into the terminal, which is, you know, simplifying

things. Of course it, you know, maybe miskeying a number. And then at the end of the day, when you're trying to reconcile having to go back and figure out where that Ms. Key was, but when you're, when you're not integrated is the exact opposite of that.

Speaker 3 ([17:58](#)):

The only added step essentially is you're inputting in the amounts of that sail into the terminal. Um, and then, you know, it's processing your heading paid in the practice management software. Um, so to answer your question in regards to if you're paying for it, uh, absolutely. Uh, you know, a lot of, uh, you know, integrated, uh, you know, credit card processing companies are the only companies that can work with that specific software, right? So if that's the case generally, because they're the only option, they're not going to be very competitive on cost, right. It kind of just says, Hey, if you want it to be integrated, this is who you're going to be with. This is their cost. If you want it great, take it or leave it. Um, but then, you know, that's not the same with every, every integration, you know, some integrations provide multiple different options and kind of give you the flexibility. Um, but even if you have multiple different options there, you know, there are development costs that go behind integrating that technology, which, you know, pretty well about probably Stacy into the practice management software, which, you know, they have to cover essentially. So yeah, you're going to pay more if you're integrated, but you just kind of got to weigh the pros and cons of that,

Speaker 1 ([19:05](#)):

Or reminds me of this car. I just bought, it has this rain shield sensor thing on the window, the windshield, and it senses how fast the rain is coming and it will automatically adjust your windshield wipers versus me Versus me having to go click, click, and I'm paying for that. Yes, I am pretty sure. I paid a pretty penny for that little special feature, which looks awful, but let's be clear. Nothing is free. So you just might not see it with your plain vision eyes, like you would hope to.

Speaker 3 ([19:45](#)):

Um,

Speaker 1 ([19:45](#)):

Okay. So one last question for we, this has been very helpful by the way, all these texts to paid links app, of course we use at payment or integrated with gravity on that. So thank you. Um, these fees, would you say they're treated the same as the card not present in general or are they, are they, are they able to be a better fee in themselves?

Speaker 3 ([20:10](#)):

No. So that is going to be treated as a card, not present transaction. So rule of thumb, anything that's not physically swiped or the chip, you know, entered or insert the, uh, piece of equipment, it's going to be card, not present. Um, however apple pay and Android pay and the NFC, you know, you have your phone or your card in your wallet there and you just tap on the device that is considered a card present transaction. Um, yeah. So that will get you to qualify for the lower, lower interchange costs there. So, yeah. Great question.

Speaker 1 ([20:38](#)):

A lot more people are using that. I noticed I used it at the grocery store. It, I felt like I was really VIP cause I just waved my phone over the thing and everyone was like, what just happened?

Speaker 3 ([20:50](#)):

Exactly. You got to double check to make sure you paid when you get that. It's so

Speaker 1 ([20:56](#)):

Simply real quick and then hope for

Speaker 3 ([20:58](#)):

That's it. Yeah, no, we we've seen an increase in that post COVID of course. Right. I think, um, you know, pet parents and customers in general, they're just well aware of not wanting to touch devices and you know, obviously we've done nothing but distance over the past year and a half. So that makes sense.

Speaker 1 ([21:18](#)):

And you guys provide those little handheld devices that you can take around, like the restaurant people and go curbside and so forth. So that's really handy. I love those.

Speaker 3 ([21:28](#)):

Yeah. We have those. Yep, absolutely. Cool.

Speaker 1 ([21:31](#)):

Well, Bobby, this is amazing. Thank you so much. I know a hundred percent that our listeners hardly know anything about this topic because why would we, we just think that it's all kind of, I always thought it was like our pretty stock, but it's not. So guys, this is a good one to negotiate with your provider. Uh, it's good to shop around. It's good to understand if you like the automation, how much are you paying for it? Because you, you are paying for it. So you just understand what you're getting. You might be willing or might suit your practice to not be integrated. It just depends on one, what your culture is like and what your business models like I will say, um, you guys are amazing to work with. You're based out of Seattle. Uh, love your company. We, we couldn't be happier working with you guys.

Speaker 3 ([22:22](#)):

That's awesome. Well, we appreciate working with you to space and it's been great getting to know you over the years.

Speaker 1 ([22:27](#)):

Yep. All right. Well thank you, mommy.

Speaker 3 ([22:30](#)):

Thank you.

Speaker 1 ([22:31](#)):

All right. I feel like you just got a lot of new, important information about finances that I never knew,

Speaker 2 ([22:41](#)):

Right? There's a, there's a lot of, uh, new vocab words that came out of this episode.

Speaker 1 ([22:47](#)):

For sure. I don't recall covering this in veterinary school.

Speaker 2 ([22:51](#)):

Uh, absolutely not. And I barely recall parts of it from actually going through it and choosing a credit card processor.

Speaker 1 ([23:00](#)):

How are you really supposed to know all this stuff?

Speaker 2 ([23:03](#)):

Yeah, basically impossible, but that's why we're here today. So,

Speaker 1 ([23:07](#)):

Okay. Let's run through our top five things. Kaitlin for me, I really loved that. You can, you need to think of things like in an effective rate, not the like made for TV rate, the actual rate you're going to be paying and you need to get it in writing. So that was pretty big eye-opener for me.

Speaker 2 ([23:30](#)):

Yeah. I think that's really important, especially when you're comparing, like in the beginning, when you're choosing different options, um, making sure that you're comparing apples to apples, but just like, I actually emailed our service and I was like, tell me in one sentence. So I don't have to look on page 17 of the fine print and the very, you know, size six font. So, uh, I thought that was a great tip, uh, whether you're just reevaluating or if you're starting out and comparing new providers, number two, uh, I love that he pointed out that there is always room to negotiate and I don't think a lot of people know that. And I think it's a little bit weird. It's like any industry you're working for working with it's like, is this an option? Can, can we even, I wouldn't have never have said, you know, I need to negotiate this price. Like I've I thought they were all just standard. I thought literally, unless you were at like a flea market or buying a car, I thought those were like the only places you could negotiate, but apparently also credit card processing companies. So helpful tip there.

Speaker 1 ([24:35](#)):

If you have to be honest, I'm going to have to have a script for this one. And I did like the fact that it's just basically coming into your current processor and say, you know, I'm in the market, I'm looking at other companies, is this the best rate you have for me? I can probably do that. Pretty good. I'm not, I can do that one. And then I'd like some of our listeners to just try it and see if they get anywhere because what's the worst thing that can happen. They say, no, nothing. The best thing is you could save some money and you could put that money back into your team, your staff wages,

Speaker 2 ([25:13](#)):

Right? Yeah, for sure. For sure. I think there's the, it's definitely worth a shot. I think you could also do it via email, which would be less stressful.

Speaker 1 ([25:22](#)):

That would be better for me.

Speaker 2 ([25:24](#)):

So yeah. Uh, that's what I would do. So. All right. Um, let's tell me about your third tip. What did you, what was your third takeaway from Bobby's discussion?

Speaker 1 ([25:35](#)):

Well, I actually did learn the sun from Bobby earlier when we were building out original payment inside the vet to pet platform is this interchange cost. And I love, uh, I think it's super valuable to learn and understand that there is a card not present rate versus card present rate,

Speaker 2 ([25:59](#)):

And totally

Speaker 1 ([26:01](#)):

When that card gets keyed in, you're paying more money period and do it running it as a credit or a debit makes a difference too. So I think, you know, when you have the choice, you should try to do the one that's cheaper for you. And if, but if you have no clue, you don't even know you're making a choice, even though you are.

Speaker 2 ([26:26](#)):

Yeah, for sure. I think, you know, you're, you're sending an email you need to ask, what's your effective rate, you know, is there room for negotiation? What are the interchange costs based on all those for amateurs? Because I think a lot of people, um, assume that they're just same, but I also think there's a, some degree of compliance here too. Right. And what's easier for the staff or your clients. Does that make up for the difference in costs of what you're going to pay at the end of the day? And is there as a result, is there a team behavior, is there a client behavior know a receptionist behavior that you could start implementing to get them to choose the way that is best for the practice? You know, I think there's some room for improvement there.

Speaker 1 ([27:12](#)):

I know sometimes I'm at certain, um, you know, I'll be shopping or whatever and I'll swipe the card and it'll say debit or credit. And I'm like sort of taken aback by this. I don't know why it causes me to freeze like a deer in the headlights because it comes out of the same card. It is my debit card, but sometimes it will ask if it's a credit charge. And if, when I ask the employee, like, what does this mean? Which one should I pick in? They're like, oh, it doesn't matter. It's because they don't know, like, it doesn't matter. Right. And you can either be paying the money to the business or paying the money to the merchant.

Speaker 2 ([27:50](#)):

Yeah. And I think even if the clients are not real excited about paying the clinic anyway, but I think they'd rather give us the money than the MasterCard. Come on. Geez.

Speaker 1 ([28:00](#)):

Yeah, for sure. People would. I know I would. Okay. The fifth one for me. Oh wait,

Speaker 2 ([28:06](#)):

Skip number four. What are you so excited? Okay. Well number four is kind of a piggyback, which kind of basically just goes into that, which you need to put in more information, right? So on the debit or credit, if you're going to be prompted for your zip code, that's probably better, but, uh, it's kind of again, uh, uh, training a staff training issue, right? So I'm sure most of the staff is skipping through anything that they don't absolutely have to do, but that might be penalizing, you know? So that was a big wake up call actually for our practice. Okay. Now you can do number five.

Speaker 1 ([28:43](#)):

I love number five integration with the practice management software. So if you are having integration with the practice software, which I will argue is tremendous, and I would say it's well worth it, but if you're going to be paying for that, it's not free. Um, I don't think you can get the cheapest rate possible and have practice management integration. I mean, maybe you can, but just understand that there is generally a cost to technology in some people, some vendors might be coming at you with a higher price because they have an integration and it's okay if they are just go eyes wide open on it. Right. Right. And it might give you a little bit of leveraging to if, um, if you can negotiate that in there.

Speaker 2 ([29:40](#)):

Well, and I think, again,

Speaker 1 ([29:41](#)):

I'll go back to the clinic standpoint when we were making these decisions, it was also like, okay, what's the, if it's integrated, does that mean there's a less chance for error, both human and tech. Right. And the answer was yes. And then how much money are you going to save in staff time by not trying to match things up and attach this or attach that or look for this. So honestly for us that the cost was offset by the labor costs of dealing with it. So, um, but I think again, it's another thing to consider and if you're starting to look at payment processes or your startup company, if you're looking at new practice management softwares, these are things to keep in mind. Well, I feel really quite a bit smarter now. How

Speaker 2 ([30:29](#)):

About, uh, absolutely. I feel good about my new vocab and honestly it was, it was a great refresher, even though I've literally been through it, like not that long ago, but I still felt like I learned something and it, it kind of prompted me to keep thinking about it and really go back and check, like, where are we? Because honestly, things have changed. Our rates have changed since we originally signed with, with emergent. So, uh, I think it's a good reminder, no matter what stage you're in to a know what you're paying and B maybe time to see if you can get a better deal,

Speaker 1 ([31:05](#)):

Go for it. Guys, reach out to your merchant processor immediately and see what you can do and negotiate that rate. All right, guys, thanks so much for joining us for this episode of I that so hard, you look forward to seeing you next time. Thanks for joining us for today's episode of I vet so hard.

Speaker 2 ([31:26](#)):

Don't forget to head over to IBET so hard.com to download our top five takeaways from this episode, we'll see you right back here.

Speaker 1 ([31:34](#)):

Same time, same place next week

Speaker 2 ([31:37](#)):

Until then here's to putting your technology to work for your practice.