



A to Z Veterinary Clinic & Rehabilitation Center

For practices in low income areas, monthly payment plans are proving to be extremely helpful in getting pets the care they need

A to Z Veterinary Clinic & Rehabilitation Center in Midland, Texas serves a wide range of household pets. From exotic lizards to 100lb dogs, to teeny tiny hamsters, the health and wellbeing of our furry and scaly friends is top priority.

Another top priority? Making sure clients are able to get all the care their pets need without financial concern. That's why they started offering VitusPay Monthly Payment Plans, powered by Splitit, in their clinic. Having VitusPay as an option helps relieve client stress while posing zero risk to the clinic as they still get paid up front.

An estimated 29 million dogs and cats live in households receiving SNAP benefits.*

CHALLENGE

Though A to Z considers themselves to be a moderately priced clinic for their area in western Texas, they're still cognizant of the economy. Due to pandemic-related events as well as their already distressed economic climate, A to Z has found that having monthly payment plans as an option is a good fallback for clients, especially as income in the area has been impacted and most folks don't have an animal emergency fund.

A common scenario A to Z may encounter is a client calling with an emergency but admitting that they don't have the full amount needed to pay for their pet's exam or procedure. That's when the clinic will mention VitusPay, so clients can select the plan that's best for them.



SOLUTION: VITUSPAY PAYMENT SUITE INCLUDING MONTHLY PAYMENT PLANS

A to Z also offers another financing option, but lately, their clients have been put off by the idea of a credit check or they fear that their credit line won't be high enough to cover their service. Apprehension dissipates when clients learn that there's no credit check or application with VitusPay. They can use their existing credit card and pay in 3, 4, or 6 months with no gotchas. A to Z offers the helpful brochures to help answer any questions.



A to Z has been enjoying offering the monthly payment plans to their clients and highly recommends VitusPay to other clinics who are considering more payment options. It's led to happier pet owners and healthier pets.

The VitusPay card readers and tablets have really come in handy for the team, finding their mobility and technology easy to use.

The card readers have been especially useful for older clients. A to Z expects to see an increase in the number of clients choosing monthly payment plans as financial issues increase in their Texas town.

Over 80% of respondents to an Access to Vet Care survey said that they strongly agreed that their pet was a member of their family.*

*Source: Access to Veterinary Care: Barriers, Current Practice and Public Policies