How veterinary practices can accommodate growing payment options
by Randy Modos

Veterinary practices that cannot meet the demand for modern payment methods risk missing out on revenue by not supporting consumers' preferred payment methods. A recent report from CapGemini Research Institute shows cashless payments are expected to rise seven percent by 2028 to $338.3 billion. Half of cashless transactions will be made with debit and credit cards by 2028, followed by instant payments and credit transfers.

Currently, veterinary practices are limited by the rudimentary features offered by legacy payment integrations. So, how can practices adopt new payment systems without spending a lot of time and money or disrupting daily operations? No-code payment technology is the solution.

Practical solutions

No-code payments are a practical way to meet these challenges. They enable practice managers to implement modern payment technologies without requiring extensive technical knowledge. All it takes is installing a simple browser extension to implement the solution within existing practice management software.

Once installed, new payment options can be integrated into your practice management software, streamlining front- and back-office workflows. For instance, you could implement a text-to-pay feature in your client communication workflows that allows clients to receive a secure link via SMS and pay directly from their mobile devices, eliminating the need to stop at a central checkout while juggling pets, leashes and wallets.

By understanding their clients' evolving payment preferences and selecting solutions that align with their needs and a practice's operating and financial requirements, practice owners can boost customer satisfaction and achieve long-term business growth. This ensures your practice is well-positioned to meet the demands of all pet owners and facilitate smooth transaction experiences.

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