



Payment relief for the long haul

Accepting Visa as a payment option for long-term care is not only convenient for residents and their families, but it can save providers time, money, and hassle—now and in the future.

Recognize the present need and future opportunity

Amid rising costs and sweeping healthcare changes, residents and their families are responsible for an ever-growing portion of the cost of care. Those dealing with this financial strain will welcome the ease and convenience of using Visa or other payment cards for care and services provided in the long-term care markets.

Forecasts for American payment preferences by 2016¹
% of all bill payments

55% will come from online
and mobile

43% will be made with credit,
debit, and prepaid debit cards

¹ Aite Group LLC, How Americans Pay Their Bills: Sizing and Forecasting Bill Pay Channels and Methods, 2013–2016, September 2013

Create a healthier business by accepting Visa

For long-term care providers interested in finding efficiencies, growing profits, and increasing customer satisfaction, Visa is a viable, reliable, and secure payment option. Here's how accepting Visa can help your business in the long run:

Efficiency

- **Potential cost savings.** Cuts payment-processing and check-handling costs.
 - A 2012 study found that 69% of U.S. businesses that accept payment cards saw improvement in some area of their cash management process.²
- **Automated payments.** Residents and their families can set up recurring payments that are automatic to ensure on-time payment for provided care and services.
- **Save time and effort.** Recurring payments cut time spent on depositing checks or chasing late payments, which could potentially reduce billing inquiries.
- **Faster updates.** Visa Account Updater notifies you of new cardholder information so you can avoid missed payments.

Profitability

- **Better cash flow.** Payments are processed automatically, without the typical lag time associated with checks. Merchants that accept Visa are guaranteed payment (if they follow simple authorization rules), usually within 24 to 48 hours.
- **Reduce delinquencies.** With the unfortunate passing of a resident, long-term care facilities may be left with unpaid bills that the families often avoid paying. Since payments with Visa are guaranteed, it can help deter delinquent accounts.



Percentage of U.S. consumers ages 55–64 who believe credit/debit is the best overall payment method for purchases³



Customer Satisfaction

- **Card payment trends.** Preference for credit and debit payments is on the rise, and rapid adoption of smartphones and tablets is creating demand for online and mobile bill payments.
 - 68% of consumers ages 55–64 in the U.S. believe credit/debit is the best overall payment method for purchases.³
 - Consumer payments made by check will continue to decline from 23% of the bills paid in 2013 to 16% in 2016.¹
 - By 2016, online and mobile bill payments will account for roughly 55% of all bills paid by Americans. Credit, debit, and prepaid debit cards will be used to pay for 43% of all bills by 2016.¹
- **Convenience.** Eliminates the hassle of writing checks and buying stamps.
- **Perks.** Customers can earn points by using rewards cards to pay bills. And Visa's Zero Liability Policy* protects cardholders against fraud, including bill payments made online or by phone.

Let residents and their families know you accept Visa cards. Visit www.visa.com/merchanthealthcare for more information.

¹ Aite Group LLC, How Americans Pay Their Bills: Sizing and Forecasting Bill Pay Channels and Methods, 2013–2016, September 2013

² 2012 Visa Small Business Cash Management Survey

³ Visa Global Payments Tracker, 2014

* Visa's Zero Liability policy covers U.S.-issued cards only and does not apply to ATM transactions, PIN transactions not processed by Visa, or certain commercial card transactions. Cardholder must notify issuer promptly of any unauthorized use. Consult issuer for additional details or visit www.visa.com/security.