

Working capital solutions support strategic growth in healthcare sector¹

Solutions optimize efficiency, improve cash conversion cycles



Understanding the healthcare industry today

The healthcare industry is undergoing significant transformation driven by population changes, growing interest in digital solutions and ongoing innovation.

Many Healthcare Growth Corporates (\$50M – \$1B in annual revenue) have a very specific need: cash liquidity. To continue to grow and outpace competitors, many surveyed Healthcare Growth Corporates are looking to keep operations running smoothly while also reinvesting in their businesses and fueling expansion. This requires healthy working capital.

Complicating factors

Healthcare Growth Corporates operate in a highly complex payments ecosystem that presents unique cash flow challenges, including longer average days payable outstanding (DPO) and cash conversion cycles than most other major industries.²



10%
of GDP on average
across the globe³



Working capital solutions

For Healthcare Growth Corporates, optimizing revenue cycle management and identifying operational efficiencies are powerful ways to help safeguard the bottom line and enable opportunities for growth. That's why many are turning to working capital solutions to fuel market expansion and enhance systems.

According to The Growth Corporates Working Capital Index (2024-2025) survey, developed by Visa in collaboration with PYMNTS Intelligence, Healthcare Growth Corporates continue to lead utilization of working capital solutions — with 2024 working capital efficiency growth outpacing all other major industries examined in the study:¹

97%

use at least one working capital solution (+51% YoY)

26%

of invoices were paid early (+30% YoY)

~2/3

used working capital solutions to help them achieve strategic goals:

- 43.3% planned growth initiatives
- 19.5% planned cash flow management

27.25%

used working capital solutions to support unplanned costs like emergencies

As a result, top-performing Healthcare Growth Corporates achieved:

\$8.6M

in bottom-line benefits on average from reduced interest, inventory carrying costs and supplier discounts.¹

Improved working capital ratios helped lead to 25% lower interest rates for top-performing vs bottom-performing Growth Corporates overall.⁴



FinTechs and working capital

As the name “growth corporates” suggests, these healthcare companies are growing — but many may be underserved by traditional providers who have yet to create solutions targeted to their specific needs. For these businesses, flexible access is a key driver of working capital adoption and provider preference.¹

285%

increase in use of corporate and virtual cards by Healthcare Growth Corporates in 2024¹

FinTechs are perfectly positioned to deliver high value-add working capital solutions to help Healthcare companies accelerate conversion, drive liquidity, improve cash flow visibility, hedge against uncertainty and support rapid growth.

FinTechs that support Healthcare organizations should look to meet this sector's desire for competitive terms and industry-specific consultation services — bringing deep expertise to the table to help develop personalized payment solutions that match each company's unique needs.

Visa B2B FinTech Partnerships

By working with Visa, FinTechs can provide solutions that empower Healthcare Growth Corporates to turn cost centers into revenue and growth opportunities.

Visa offers best-in-class solutions, powerful innovation support, a trusted network of partners and resources, and the scale and speed FinTech's need to accelerate money movement for their Healthcare customers.

Top five working capital solutions used by Healthcare Growth Corporates:¹

49%

working capital loans (+61% YoY)

32%

bank lines of credit (+92% YoY)

22%

overdraft from corporate bank account (-10% YoY)

17%

corporate/virtual credit cards (+285% YOY)

13%

invoice financing/factoring (+17% YoY)



To learn more about Visa's B2B FinTech Partnership offerings, contact your Visa Account Executive or email the Visa B2B Fintech Partnership team at NAB2BFintechPartnerships@visa.com.

1. Visa, 2025. "The Growth Corporates Working Capital Index, 2024-2025 - Industry Factbook". <https://corporate.visa.com/content/dam/VCOM/corporate/solutions/documents/working-capital-factbook.pdf> 2. Visa, 2025. "The Growth Corporates Working Capital Index, 2024-2025: Create Your Own Report: Healthcare, NA". <https://workingcapitalindex.visa.com/en?regions=North+America&industries=Healthcare#section.sectiontitle> 3. PYMNTS, 2024. "New Insight: Virtual Cards Gain Favor With CFOs as Healthcare Costs Increase". <https://www.pymnts.com/news/b2b-payments/2024/new-insight-virtual-cards-gain-favor-with-cfos-as-healthcare-costs-increase/> 4. Visa, 2025. "The Growth Corporates Working Capital Index, 2024-2025, Second Edition". <https://corporate.visa.com/content/dam/VCOM/corporate/solutions/documents/2024-25-middle-market-growth-corporates-working-capital-index.pdf>

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