

Dr. Luci, a general and cosmetic dentist, came to GPA Capital for help with his working capital, poor patient qualifying rate through Care Credit and excessive cost of merchant services. Due to high deductibles and elective procedures the patient acceptance of the suggested treatment plan was often rejected. Additionally, he was losing market share to the large franchise dental facilities.



PROBLEM

Much larger franchise dental operations could provide patient financing with a much higher acceptance rate rather than the traditional Care Credit. Dr. Luci began offering his patients payment terms to retain the patients and follow through with the recommended treatment plans to compete in this new market. This spiraled into a liquidity crunch. Additionally, his merchant service fees were eroding the balance.

After an initial 15-minute call, follow up email and Dr. Luci's reply, GPA Capital performed a no-cost discovery and due diligence and presented a plan for his practice success. This included funding for his receivables, a patient financing option with a high approvability ratio and a zero-cost merchant services solution. Within a month, he was on his way to liquidity and a healthy cash flow, due to greater patient affordability and control over his receivables. His patient growth was on the rise.

DISCOVERY



SOLUTION

As we analyzed the great practice that Dr. Luci had grown for so many years, we were able to bring him 3 state-of-the-art solutions. After one month with GPA Capital as his financial consultant, he has received the liquidity needed, increased his net revenue significantly and implemented a payment system that saves him and facilitates patients with payment methods.

1. In our discovery, we saw that Dr. Luci had an increasing amount of accounts receivable. We provided him a Flexible Financial Facility which provided him the short-term capital he needed to "get ahead of the curve".
2. As part of the comprehensive package, it was paramount to make the patient financial experience as palatable to the patient as possible and not only to the bank. We implemented a patient financing program with high approval rates and lenient terms for the patients.
3. We also saw that he was paying exorbitantly for merchant services - as well as being out of PCI compliance. We brought him into complete compliance and implemented Zero-Cost Processing – adding another \$10,000 a year to his net income.

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