Empower safer payments with contactless transactions

Health concerns are shifting consumer behaviors and accelerating the adoption of payment methods that minimize touching. Enable your healthcare organization and give your patients and staff peace of mind with various payment solutions that reduce transaction touchpoints – helping ensure the spread of germs and disease caused shall be less.

Opportunities for enabling contactless payments

A touch-free payment means the cardholder remains in control of their payment method throughout the transaction, eliminating the need to touch a screen or device that is not their own.

There are a few digital methods for enabling a payment experience that minimizes or eliminates touchpoints.

- CONTACTLESS CARDS
- AUTOMATED PHONE (IVR)
- ONLINE AND MOBILE WALLETS
- MOBILE
- PAY BY TEXT
- MONEY TRANSFER APP (EX: ZELLE®)

New normal, new consumer trends

While the hygiene benefits of touchless payments are driving current demand, there are plenty of other reasons for both healthcare organizations and consumers to embrace these payment methods.

Drivers of touchless payments growth

Security

Contactless cards and mobile wallets can provide stronger security, lowering risk of data breaches. Contactless cards have the lowest fraud rate of any type of payment.

Convenience

Contactless payments increase the speed of the transaction, reduce wait times and help ensure a frictionless payment process.

Engagement

Contactless payments provide valuable consumer insights from on-site and digital interactions, which can be used to develop more personalized experiences that drive engagement and increase loyalty.

Progressive

Cash has long been declining, representing only 26% of consumer transactions in 2019. Meanwhile, contactless card transactions will reach $6 billion globally by 2024.

Smartphones are hub of contactless transactions

Mobile phones are everywhere in America, and their role in payments is constantly expanding. Today, smartphones facilitate most touchless payment methods. Healthcare organizations that are well-equipped to collect more of what the patient owes.

Sources

1 2021 Healthcare Payments Insight Report
5 The Strawhecker Group and the Electronic Transactions Association
7 https://www.pewresearch.org/internet/fact-sheet/mobile /
9 https://blog.globalwebindex.com/chart-of-the-week/future-mobile-payments/#:~:text=Mobile%20payments%20have%20been%20gaining,reaching%20%24457%20billion%20in%202026.