Empower safer payments with contactless transactions

Health concerns are shifting consumer behaviors and accelerating the adoption of payment methods that minimize touching. Upgrade your healthcare organization and give your patients and staff peace of mind with contactless payment solutions that ensure transaction touchlites, help minimize the spread of germs and deliver value-added benefits.

Opportunities for enabling contactless payments

- A touch-free payment ensures 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.
- Drivers of touchless payments growth
  - 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.
  - Security
    - Contactless cards and mobile wallets 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. Future-proof your healthcare organization by investing in payment acceptance for the future.

New normal, new consumer trends

- 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.

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