



True Costs of Credit Card Processing

WITH ALEX SADUSKY, FOUNDER AND CEO, DENTAL CARD SERVICES ALLIANCE

Dentist professionals have many more important things to worry about than their merchant processing services or dental credit card processing services. Dental Card Services Alliance is a merchant processing and purchasing Alliance formed by dentists for dentists with a mission of saving money on dental merchant services. Here Alex Sadusky, Founder and CEO of Dental Card Services Alliance, discusses how his company helps dentists determine the best credit card processing service for their practice.



Alex Sadusky
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Q: How can Dental Card Services save a dental practice money?

A: At its core, Dental Card Services was founded as a group purchasing organization and consultancy with an exclusive focus on dentistry. There were 3 simple founding principles: The first was to leverage the collective buying power of our constituency and market position to extract pricing, terms, and conditions that were for the most part unavailable to independent practitioners. The second was to provide complete transparency in a market that was designed to obscure the true costs and markups. And the third was to provide unparalleled service by being the larger voice for the practice in correcting issues that inevitably arise. These issues include eliminating nuisance agreements like terminal leases as well as early termination fees that ultimately lock you into a single processing relationship, which often, results in your practice paying fees way above market.

Q: How do you educate practices about credit card processing?

A: This is the toughest part as there are millions spent annually to make this as confusing as possible. For us, it's through subject matter content. We do this by educating

others in the industry (e.g. dental CPAs), through community online forums, and publications. Ironically, it is top of mind because more and more patients pay out of pocket with credit cards so it continues to be a source of profit drain. However, this doesn't necessarily translate into an understanding of how to get help.

Q: Why should dental practices contact you to get their free analysis done?

A: Our view is simple—take the 10 minutes to find out if you are set or not. If you are set, you can rest comfortably knowing you are taken care of. If you are not, you might find out that you are missing out on thousands a year in savings. This of course compounds, so the sooner you can take action, the better. Lastly, there are many firms that will do the analysis. However, do not send your statement until they send you their program and pricing in writing. Otherwise you will be stuck in the hamster wheel. More often than not, they will propose the same plan type you're currently on, just with slightly lower pricing that's just low enough to get you to change. What you should do is find out who offers transparent interchange cost plus pricing, then evaluate that plan against what you are paying.