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Credit Card Processing: Save \$3,000 This Year

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Every day, dentists are faced with additional operating costs and hidden expenses that take a toll on the business. Once in a while, however, dental practices are able to fight back and optimize their practice to decrease one of the myriad of expenses. Credit card processing is one such expense. Right now, there's a good chance you don't know very much about your credit card company. You may know that you're paying more than you probably should, you aren't getting the same rate structure as that large practice across town, and your statements contain rate increases buried in the footnotes. Am I close?

Don't worry—you're not alone! We find that practices overpay on their credit card processing by an average of 30%, or more than \$3,000. The good news is that there's finally a company available that leverages the collective power of all dentists to provide the same low-cost rate structures to everyone: Dental Card Services Alliance (<http://www.dentalcardservices.com/>). With this service, you save thousands of dollars by partnering with a credit card processing company that is embedded in the dentall industry.

The benefits of Dental Card Services Alliance don't end there. If your credit card processing machines don't read EMV chips by October 15 of this year, your practice will be held liable for any credit card fraud associated with a swipe-and-sign transaction. To avoid that liability, you can get your new EMV terminal at a substantial discount through Dental Card Services Alliance rather than spending hundreds of dollars buying one online.

See why Dental Card Services is endorsed by *Dental Product Shopper* and is the exclusive credit card processing service provider for the AGD Member Savings & Offers program. Get your own free analysis here (<http://www.dentalcardservices.com/dps/>).



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ABOUT THE AUTHOR



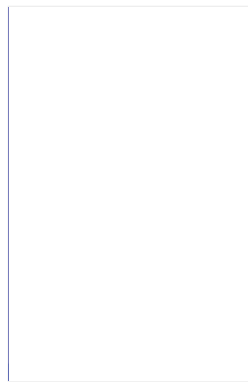
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