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Dental Card Services: A First-Hand Experience

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Like most of my colleagues, I never put much thought into my credit card processing service. With all of the other concerns in my practice, these fees were easy to overlook. It wasn't until it was necessary to update my credit card processing technology for the October 2015 deadline (<http://www.dentalproductshopper.com/blog/credit-card-fraud-liability-is-now-in-your-court>) that I took a closer look at alternatives.

After doing a bit of research, I came to the conclusion that I wanted to work with a company that was ingrained in the dental industry and had extensive experience in working with practices like mine. I also needed this new company to help quickly unburden myself from the new-found credit card fraud liability that the aforementioned October deadline had bestowed upon me. Oh, and saving money would be a bonus as well!

After seeing that Dental Card Services Alliance is an endorsed provider for *Dental Product Shopper* and the exclusive credit card processing service provider for the AGD Member Savings & Offers program, I decided to take them up on their free savings analysis. I'm glad I did.

It turns out that I wasn't receiving the same benefits that major corporations and businesses secure because I wasn't partnered with a credit card processing company in the dental industry. Dental Card Services Alliance allowed me to leverage the collective power of all dentists and have a low-cost and transparent rate structure. Now that I'm on their Interchange Cost Plus plan, I'm saving more than \$3,000 per year!

While saving money is terrific, my main objective was to shift the credit card fraud liability away from my practice. To do so, I had to get new EMV terminals that comply with the legislation enacted on October 1, 2015. Dental Card Services Alliance delivered one of these EMV chip terminals directly to my office! My worries (and liabilities) went away immediately.

You're doing yourself a disservice if you don't at least take the free savings analysis. Dental Card Services Alliance helped my practice, and I'm willing to bet they can help yours, too.

Take the free analysis by visiting www.dentalcardservices.com/dps/ (<http://www.dentalcardservices.com/dps/>).



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