



The Client

A \$1.5 billion healthcare division of a Fortune 500 conglomerate



The Problem

The Client sells consumer medical devices, most of which require a significant out-of-pocket payment, in eCommerce and Telesales channels. The Client was losing sales as patients decided to go with lower-priced (and lower efficacy) competitive products or simply to forgo care altogether.

This issue was particularly acute in Telesales, where patients generally abandoned their purchase due to their inability to pay after the agent had invested significant time and effort in device selection.

In an effort to improve affordability, the Client implemented a variety of payment options beyond credit and debit cards, including FSA, ACH debit, consumer financing, and mobile payments. While these payment options had a modest impact, they created additional complexity in the sales process and the Client saw diminishing returns from each new payment type offered.

The Solution

Our implementation of FeatherPay had two main goals:

Improve conversion rate by allowing customers to allocate their out-of-pocket payment across multiple payment types, reducing lost sales.

Adjust the telesales workflow to simplify the explanation of the many payment types available to consumers.



The FeatherPay implementation had no new payment types, orders and payments were automatically connected to the order management system, and no new reconciliation processes

The Results



FeatherPay implementation led to a **16% increase in revenue**



Patient orders using more than one payment type had a **29% higher order value than orders with single payment types**

More Benefits of FeatherPay:

- Improved sales rep performance and satisfaction
- Higher patient satisfaction scores
- Simplified returns reconciliation

The Client determined that their ability to better accommodate patients' financial means was a key differentiator versus the competition.

The Client expanded their target market to include lower-income demographics and adjusted their marketing messaging to emphasize affordability. As a result, the Client observed growth in both their patient base and revenue.

Customer testimonials

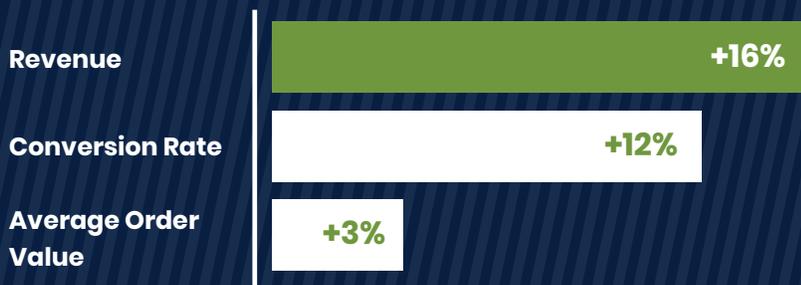
"The ability to combine multiple sources of payment in a single transaction is vital for us. **A significant amount of money was left on the table before we had this capability.**"

-Sr. Director, Direct-to-Consumer

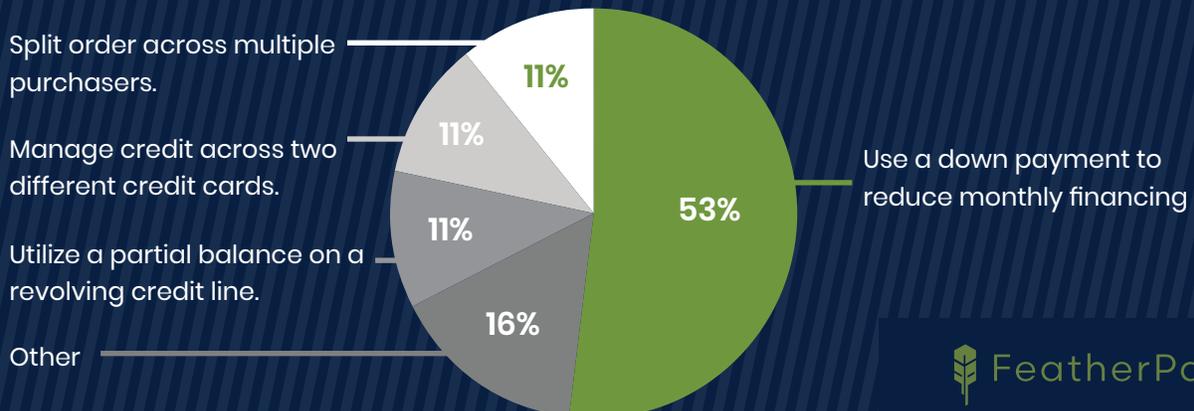
"The flexibility I now have without having to leave the ordering portal is great. **I'm able to close more sales and close them faster than I could before.**"

-Telesales rep

Impact of FeatherPay



Patients Chose to Combine Payment Types for Multiple Reasons



FeatherPay

Learn more at featherpay.io