

Surcharging

What is Surcharging?

Charging an additional fee when the patient pays with a credit card to cover the businesses cost to process the payment.



Low Fees - Only \$30/mo per account \$36/yr PCI fee



Avoid Fines for surcharging incorrectly



\$11.95 plus tax per month for each additional Clover device

3.0% ON ALL CREDIT CARDS

covered by the patient

1.5% ON ALL DEBIT CARDS

covered by the business

Surcharging Devices

Countertop

Clover Compact — \$199

Sleek and Simple

- Built-in receipt printer, camera, and QR scanner
- Touch-activated signature capture
- WiFi and/or Ethernet connection
- PIN Debit and EBT Keypad
- \$199 for surcharging businesses



Portable

Clover Flex — \$699

Robust and Mobile

- Built-in receipt printer, camera, and QR scanner
- Touch-activated signature capture
- WiFi connection
- Optional \$15 per month LTE data plan
- \$699 for surcharging businesses



How It Works?

1. When patient pays, the card reader will immediately determine whether it is a debit or credit card.
2. For credit cards, the card reader will add the additional 3% surcharge to the transaction total for the cardholder to pay.
3. Patient finishes transaction and business keeps the full initial transaction amount. Patient surcharge covers the processing cost.

Customer Pays on Credit Card



\$100

Customer Surcharge



\$3.00

Processor Fee



\$3.00

Business Keeps



\$100

What to Consider Before Surcharging

Rules and Regulations

- You must give notice to patients at the front of the practice, any payment location, on your website, and on all billing materials.
- If you're going to surcharge any credit cards, you must surcharge all credit card types and transactions.
- Before you start surcharging you have to register with the card brands. Most processors will take care of this step for you, but you should verify that it was reported.
- The surcharge must match the exact fees paid by the business. e.g. you can not charge a 5% surcharge if your costs are 3%.
- You cannot surcharge debit cards - only credit cards - and your system must know the difference. Debit transactions are still debit with or without PIN.
- The surcharge on credit cards must not exceed 3% for Visa and 4% for MasterCard, Discover, or American Express.
- The surcharge must be clearly visible as a surcharge on the transaction receipt and in the transaction data.

When Best Card sets your business up for surcharging, we will make sure you are compliant with all regulations.

Surcharging Pros & Cons

Pros

- Removes transaction fees the office pays that can be very expensive.
- Encourages patients to use debit cards, which are a lower cost to run.

Cons

- Can upset your patients and increase patient attrition.
- Surcharges may cause declines on HSA or FLEX spending cards.
- Insurance payments by virtual card will not allow an additional surcharge.
- Can lead to an increase in accounts receivables.
- Cannot write off merchant processing fees for taxes.
- Complicated and changing regulations and state laws can be hard to keep up with.



At Best Card, our goal is to save you money - whether that's through surcharging or cost plus pricing, we're happy to help you find the best fit for your practice.

Schedule a 15 minute demo with our team to see if surcharging is right for your practice.

Click or Scan

