

## The Story

PekoMD is a state-of-the-art cosmetic surgery and rejuvenation center in Toledo, OH. They pride themselves in helping patients achieve the best version of themselves with either non-surgical options, or with more permanent cosmetic changes. They utilize cutting edge aesthetic technologies and techniques under the highly trained Dr. Peter Koltz.

## The Goal

- Allow patients the ability to make monthly payments towards their procedures so that **finances are never a hindrance** or deciding factor on treatment
- Offer Cherry seamlessly in every consultation to increase package utilization
- Encourage patients to receive a full global assessment package for optimal results instead of addressing a single area at a time

## The Cherry Solution

- Train staff to effectively **integrate Cherry into their business** during the consultation process
- Mention financing **5 times before checkout**: Cherry application link on social media/website, appointment confirmation email with Cherry application link, appointment text reminders before the patient's appointment for pre-approval, in-office with the patient during their consultation, and finally at checkout with the front desk staff.
- Present patients with options for receiving their customized procedure by utilizing **"Good, Better, and Best"** packages with every patient, along with a total cost and monthly cost option



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Our standard is that we only **offer our patients the very best** when partnering with them to achieve their aesthetic goals (surgically and non-surgically). From the products we suggest to the treatments we provide — **a 5-star experience** is the only acceptable outcome. This made adding monthly payment options thru Cherry a complete no-brainer. Their team is wonderful to work with and the service they provide has been wildly appreciated by our patient population. Easily one of the **best decisions** we've made in our rapidly growing practice.

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– Abby, Practice Manager at PekoMD

## The Results

- ✓ By offering Cherry to every patient and presenting financing at every point of the patient journey, PekoMD has **increased their transaction volume by 493%**
- ✓ Exceeded the national monthly funding average **by \$3,000**
- ✓ Generated **over \$112,000** with Cherry in less than 6 months



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See how Cherry can help your practice!  
Sign up for a quick, free demo at  
**[withcherry.com/book-demo](https://withcherry.com/book-demo)**