

## The Story

North Creek Animal Hospital is a veterinarian-managed and owned hospital that serves the rural community of Kilgore, TX, and its neighboring counties. Opened in 2006, the hospital's two veterinarians and cohort of technicians provide a multitude of services, including wellness exams, preventative care, spays/neuters, advanced digital X-rays and diagnostics, and anything else needed to keep the communities' beloved pets happy and healthy.

## The Goal

- Sell more affordable services, without hurting cash flow and profitability
- Hospital has been around for 20 years, prioritizes maintaining their relationship with the community over profits

## The Cherry Solution

- Leveraged Cherry's Payment Estimator to **transition their clients' focus from the *treatment cost* to *treatment outcome***, without having to lower their prices
- Whether for an unexpected emergency or general wellness exam, any time the treatment cost exceeds \$150, the staff **prints out a payment estimator to provide the client with the lowest monthly cost**
- In multiple instances, clients presented with a surprising - yet urgent - treatment plan were able to apply with Cherry and confidently proceed with their full recommended plan. They otherwise would have likely refused or greatly reduced the scope of the treatment plan, prioritizing cost over outcome.



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Being able to offer Cherry to our clients has freed them to make the **BEST decision regarding the care of their pet**, and not feel burdened by the weight of a financial decision. Part of our strategy is to **offer Cherry with every estimate**, and include the Cherry link in each appointment reminder.

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Rachel K.  
Practice Manager



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When a client can handle most of the financial portion of an appointment ahead of the appointment itself, it is **easy for them to be able to focus clearly on the needs of the patient** (their beloved pet) in the moment. ”

Rachel K.  
Practice Manager

## The Results

- ✓ By printing out a payment estimator for nearly every client, North Creek Animal Hospital **increased their treatment compliance rate** and **provided more care** to clients who otherwise would not have been able to receive it - **all without changing their prices**
- ✓ Over **92% of clients have been approved** for financing by Cherry
- ✓ 12 clients have taken advantage of Cherry's offering in the **first month** alone



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