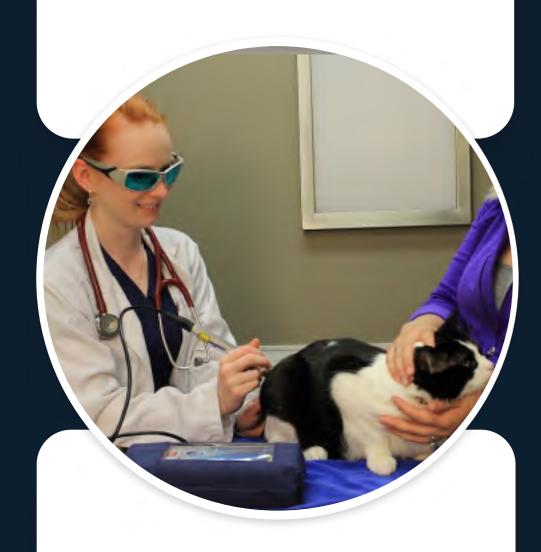
NORTH CREEK ANIMAL HOSPITAL





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.

Rachel K. Practice Manager

SUCCESS STORIES with 22 Cherry

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.

NORTH CREEK ANIMAL HOSPITAL



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

SUCCESS STORIES with 22 Cherry



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

2 of 2 Study as of May 2025