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Bringing Cherry on board was a **game-changer for us**. We wanted to offer a flexible payment solution that **made it easier for our clients to say ‘yes’** without hesitation—and Cherry delivered.”

Rick Z.
Practice Manager

SUCCESS STORIES *with* Cherry

The Story

LOVE Animal Hospital and Urgent Care is a state-of-the-art, privately owned hospital in Orange County, CA. The hospital offers a wide range of basic and advanced treatments utilizing the latest technological innovations. They offer a wide range of services, from wellness and preventive care to laparoscopic procedures, orthopedic and gastrointestinal surgeries, and nearly everything in between. LOVE is not just the name of the hospital; it's the culture.

The Goal

LOVE Animal Hospital prides itself on its four pillars. Love the pet, love the pet owner, love the staff, and love the planet. They brought on Cherry to:

- Improve access to care for their community
- Increase the number of cases they accept, without sacrificing quality of care or their bottom line

The Cherry Solution

- LOVE Animal Hospital has Cherry front and center in their scheduled visit and emergency center waiting areas
- Staff educates clients on the benefits of payment plans when presenting the estimated cost of treatment
- If a care plan warrants an expensive bill, or the client is hesitant, Cherry is encouraged to help the client move forward with the best possible treatment

The Results

In the first 60 days of launching Cherry:

- ✓ Visible **increase in treatment compliance** and client satisfaction
- ✓ Cherry **approved 87% of clients**, with 39 of them using Cherry to pay for their pet's care
- ✓ LOVE generated **over \$95,000 in revenue**, with \$2,500 average Cherry transaction

"When clients ask about payment options, we can **instantly send Cherry links** through our follow-up sequences and communications. VetTracking helps us deliver these resources on-demand, making financing discussions seamless and immediate."

N Mosapor, Owner



See how Cherry can help your clinic! Sign up for a quick, free demo at **withcherry.com/book-demo**

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Since implementing Cherry, we've seen a clear **boost in conversions and overall client satisfaction**. It's become a key part of how we do business, and we're excited to keep growing with Cherry as our preferred payment partner.

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Rick Z.
Practice Manager