

Success Stories *with* Cherry

The Story

Ala Moana Dental Care is a provider of comprehensive dental care with 8 providers on staff located in downtown Honolulu, HI. Their patients range from children to seniors at all levels of income. They had been using CareCredit, WellsFargo, and in-house financing to provide financing for their patients but low approval rates, high merchant fees, and high write-offs were causing them to lose money and time trying to collect on the financing.

The Goal

- Generate more **patient approvals**
- **Save money** on merchant fees
- **Reduce write-offs**

The Cherry Solution

- Ala Moana offers Cherry payment plans to **every patient during the consultation** process with a QR code they can use to apply during the consultation.
- By offering Cherry first and moving away from in-house financing and alternative patient financing providers, Ala Moana **increased their approval rate by 30%** and reduced their writeoffs by 50%.

The Results

- ✓ Increased transaction volume from from \$7,912 in the first 30 days to **\$27,192 in the most recent 30 days**
- ✓ **Increased weekly transaction volume** from \$2,874 in the first week to \$15,111
- ✓ Achieved Gold Tier and at **400.69%** to plan for the quarter
- ✓ **33% higher** organizational funding rate than the national average
- ✓ Incorporated Cherry Payment Plan **Prequalification link on website**
- ✓ **Successful with Cherry** despite a low average credit score of 635 vs national average at 700



“

Implementing Cherry in our practice has been **so easy**. With Cherry, more patients are getting access to **affordable payment plans**, and our practice is generating **more revenue**. It's a win-win for everyone.

”

- Chad Clark-Tokunaga,
Office Manager at Ala Moana
Dental Care

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