

OFFER A SAFER, CLEANER, AND FASTER PHARMACY PAYMENT EXPERIENCE WITH TXT2PAY®

Convenience and speed are top priorities for consumers in every industry.

But for the pharmacy experience, customers demand it.

Touchless, contactless, and socially distanced payment options have grown in popularity since the beginning of the COVID-19 pandemic, catching up to the rest of the consumer journey that aligns with mobile-first experiences.



74% of consumers plan to continue using contactless payment options after the pandemic is over.¹



63% of consumers would switch to a new business that offers a contactless payment option.²

Contactless payments are faster, safer, and preferred by most consumers.

THE BEST CONTACTLESS PAYMENT OPTION IS IN THE PALM OF YOUR CUSTOMERS' HANDS



83% of consumers want to make payments with their mobile device.⁴ But most businesses are still stuck offering outdated payment choices.



4% of businesses offer a pay-by-text option.⁵



Contactless payments are up to 10x faster than other in-person payment options.³



AUTHVIA OFFERS A BETTER PAYMENT EXPERIENCE FOR CUSTOMERS AND PHARMACIES



OFFER A TOUCHLESS, SAFE WAY TO CHECK OUT

Nearly 80% of global consumers say they use contactless payments because of safety and cleanliness.⁶ And 82% of consumers agree that contactless payments are the “cleaner way to pay.”⁷ Meet customer expectations for the new normal with a payment experience that is completed on their mobile device—right in a text thread.



KEEP THE IN-STORE CHECKOUT LINE MOVING

Text payments don't just add convenience to the payment experience, they keep the pharmacy checkout line moving quickly. By collecting payment via text, the checkout experience is shortened—contactless payments are up to 10x faster than other in-person payment options.¹⁰ Plus, with a faster checkout experience, text-payments add to overall pharmacy efficiency, helping pharmacies that struggle with staffing issues.



OFFER A SAFER HOME DELIVERY PAYMENT EXPERIENCE

At-home deliveries for the elderly or other customers who aren't able to drive to their local pharmacy present opportunities for more convenient, contactless payment options. TXT2PAY® creates a better option for collecting co-pays or full payments from customers accepting at-home pharmacy deliveries. And it eliminates the need for drivers to carry cash—improving the safety of each transaction.



COLLECT PAYMENT WITH TXT2PAY®

Allow customers to make a payment before they get to the checkout counter or while they're waiting in line to pick up their prescription with TXT2PAY®, directly in a text thread. 95% of all texts are opened within just three minutes⁸ and at least 50% of consumers complete the requested action in the text they receive,⁹ making TXT2PAY® a great way to improve speed-to-payment.



SPEED UP THE DRIVE-THRU CHECKOUT LINE

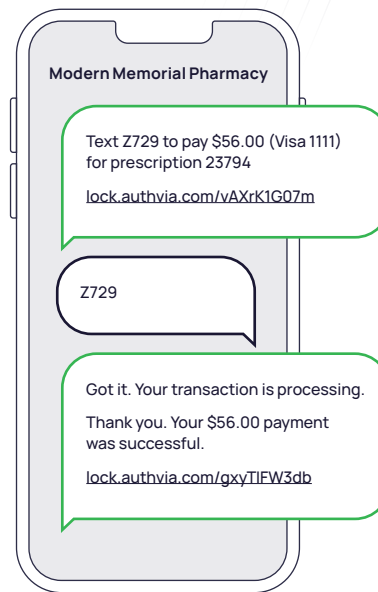
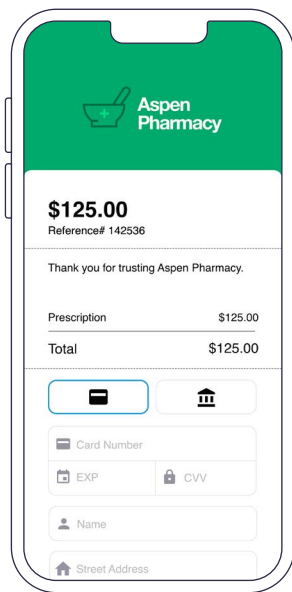
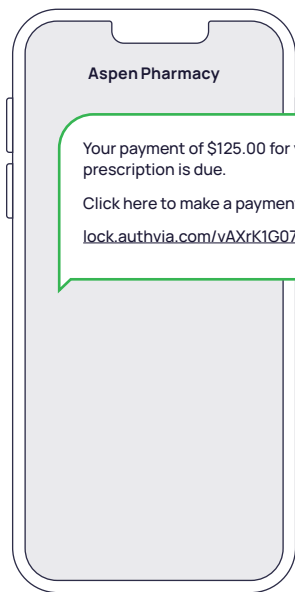
While customers prefer to pick up their prescriptions through the window, the checkout time is often too long with slow payment options—physically handing over credit cards or cash. This creates a frustrating experience for pharmacists and staff. In fact, at least 84% of pharmacists experience burnout when a drive-through window is available.¹¹ TXT2PAY® can expedite the entire checkout process, adding efficiency for both the pharmacy and the customer.



CREATE A MORE SECURE PAYMENT EXPERIENCE

Nearly 70% of consumers worry about the security of the digital platforms they use to make payments.¹² TXT2PAY® offers a safer, more secure payment experience with the highest level of PCI compliance. Customer credit card information bypasses your business, eliminating fraud opportunities and data breach concerns.

CONVENIENT PAYMENT EXPERIENCES FOR NEW AND RETURNING CUSTOMERS



EASY SET-UP FOR FIRST-TIME PAYMENTS

Customers receiving their first TXT2PAY® request are directed to a microsite—with an embedded link right in the text thread—where they can enter their payment information.

FASTER, MORE CONVENIENT TRANSACTIONS FOR RETURNING CUSTOMERS

Returning customers—or payment requests sent through Authvia from another provider or practice—bypass the microsite request for payment information and simply ask for a payment code confirmation.





OFFER CONTACTLESS, CONVENIENT PAYMENT OPTIONS FOR YOUR PHARMACY:



Meet customer expectations



Remove friction with touchless payments



Get paid faster



Reduce paperwork and phone calls



Increase payment convenience

MODERNIZE YOUR CUSTOMER PAYMENT EXPERIENCE WITH AUTHVIA.

- Make payments convenient—use TXT2PAY®
- Eliminate payment risk—keep customer payment data safe and secure
- Increase speed-to-payment—send payment requests via text

CLICK HERE TO SPEAK WITH A SALES REP.

AUTHVIA

¹ <https://docs.globalpaymentsinc.com/v/2021-outlook-five-payment-trends-transforming-commerce-us>

² <https://docs.globalpaymentsinc.com/v/2021-outlook-five-payment-trends-transforming-commerce-us>

³ <https://mastercardcontentexchange.com/newsroom/press-releases/2020/april/mastercard-study-shows-consumers-globally-make-the-move-to-contactless-payments-for-everyday-purchases-seeking-touch-free-payment-experiences/>

⁴ <https://intctexas.com/new-study-reveals-83-of-consumers-want-to-pay-bills-online>

⁵ <https://smallbiztrends.com/2020/04/sms-payments.html#:~:text=According%20to%20the%20latest%20study,one%20way%20to%20do%20it>

⁶ <https://www.mastercardservices.com/en/recovery-insights/chronicles-new-normal-contactless-staying-power>

⁷ <https://www.mastercardservices.com/en/recovery-insights/chronicles-new-normal-contactless-staying-power>

⁸ <https://www.smscomparison.com/mass-text-messaging/2021-statistics/#:~:text=Text%20Message%20Open%2DRates%2026%20Click,have%20a%2020%25%20open%20rate.>

⁹ <https://smallbiztrends.com/2019/07/text-message-marketing-for-small-business.html#comments>

¹⁰ <https://mastercardcontentexchange.com/newsroom/press-releases/2020/april/mastercard-study-shows-consumers-globally-make-the-move-to-contactless-payments-for-everyday-purchases-seeking-touch-free-payment-experiences/>

¹¹ <https://www.uspharmacist.com/article/challenges-in-community-pharmacy-during-covid19-the-perfect-storm-for-personnel-burnout>

¹² <https://www.prnewswire.com/news-releases/69-of-digital-payment-users-are-concerned-with-security-issues-but-majority-still-use-platforms-monthly-301020313.html>