



A new Visa program helps you offset the costs of card acceptance

As residents and their families increasingly prefer a card payment option, processing fees have made it difficult for many Senior Living Providers (SLPs) to accept card payments. Fortunately, Visa® offers a new program to help SLPs offset the cost of card acceptance.

Visa Senior Living Program changes the Cardholder Fee Rules

This program gives SLPs the ability to charge a cardholder fee to residents and families who choose to use a Visa card for payment.

Card usage fees would not stop cardholders from making card payments

69% would consider using a credit card even with a 2% processing fee¹

52% would still consider using a debit card with a \$10 processing fee¹

Revised Fee Rules give SLPs more options

Current Convenience Fee Rules	Revised Fee Rules
Flat or fixed fee	% based fee allowed (4% max credit/1% max debit)
Same fees for credit, debit, ACH in same channel	Different fees can be charged for credit, debit, ACH
No fees allowed on recurring payments	Fees allowed on recurring payments
No fees allowed on face-to-face transactions	Fees allowed on face-to-face transactions

Let residents and their families know you accept Visa cards. Visit www.visa.com/merchanthealthcare for more information.

