

# Allē Payment Plans Preparation Checklist

Allē

How to successfully launch Payment Plans powered by Cherry.

## Getting started

- ☐ **Make sure your Allē Directory profile is published and up to date.**
- ☐ **Activate Payment Plans by logging in to the Allē provider platform and completing Cherry's\* embedded onboarding flow.**
  - Applications can be completed in minutes, with instant approval.
  - Business Admin role required.
- ☐ **Schedule a training with Cherry at: [withcherry.com/alle](https://withcherry.com/alle)**
  - Invite all patient-facing staff to a virtual training tailored to your practice's needs. Staff members who attend this call can:
    - Learn how to efficiently and effectively operationalize this new way for patients to pay. In 2024, Allē Members with Payment Plans spent ~56% more per visit than patients without Payment Plans.†
    - Gather insights from industry experts and implement best practices when chatting with patients.
    - Gain access to additional Cherry onboarding sessions to ensure success with new and existing patients.

\*Payment options through Cherry Technologies, Inc. are issued by the following lending partners:  
<https://withcherry.com/lending-partners/>.

†Internal Allē Data, 1/1/2024–12/31/2024.

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## Setting up for success

- ☐ **Use your unique application QR code.**
  - Access a unique application QR code, counter card sign, and invite link by navigating to the *Settings* tab of your location dashboard. Print then display the QR code at your office and embed the link onto your website (and/or paste the link into your emails, social posts, and text messages).
- ☐ **Download BrandBox resources and brainstorm patient promotions.**
  - Access resources at [allerganbrandbox.com/campaigns/alle-payment-plans](https://allerganbrandbox.com/campaigns/alle-payment-plans) and consider in-office events, social media campaigns, and more.
- ☐ **Consider adding a Cherry x Allē web widget to your site.**
  - Cherry's team of industry experts can help you embed a co-branded page with a unique application link onto your website.
- ☐ **Make Payment Plans a part of your routine conversations.**
  - Mention Payment Plans when new patients ask about price, and when existing patients are interested in broadening their treatment plans.
- ☐ **Check Allē Insights to access patients approved for Payment Plans.**
  - View a dedicated Payment Plans report by navigating to the *Insights* tab of your selected location. Then click the card titled *Payment Plans: Patients with Active Balances*.
- ☐ **Monitor patient inquiries in Leads—found in the marketing section of your navigation menu.**