

Training: Practice Management to Staff



Pro tip: Train all staff members who talk about prices of treatments or products.

Why?

“We put our patients first and are always looking for new ways to support them. That’s why we accept Allē Payment Plans, by Cherry—to give them a financially friendly option to treat now and pay over time. Patients can use Payment Plans on the majority of Allē eligible treatments (both Allergan Aesthetics and non-Allergan Aesthetics).”

MESSAGE CATEGORY	Providers	Front desk staff
What’s in it for you?	“Allē Payment Plans, by Cherry, reduces budget as a barrier to help you feel confident in recommending treatments that meet your patients’ aesthetic goals.”	“Cherry Payment Plans are now part of Allē, the single system you already know and use daily. It’s a simple solution to support our patients’ aesthetic goals on terms that work for them.”
Resources available	<p>QR code: Keep one in your treatment room so patients can apply right when they enter.</p> <p>Marketing resources: Post on social media to spread the word that you accept Allē Payment Plans, powered by Cherry. Ready-to-use resources can be found at allerganbrandbox.com</p> <p>Talk tracks: Leverage scripts to educate patients.</p>	<p>QR code: Send an SMS directly from Allē for Business, or have patients scan the QR code so they can easily apply during check-in.</p> <p>Payment examples: See illustrative examples of patient Payment Plans (for office personnel only; not for use or sharing with patients).</p> <p>Talk tracks: Leverage scripts to educate patients.</p>

Training

“To drive success with Cherry pay-over-time solutions, it’s imperative to not only learn how Allē Payment Plans, by Cherry, work, but also join one of the training sessions. Let’s find a time that works for most of us by visiting <https://withcherry.com/alle>. For those who cannot attend, please sign up for a session within seven days.”

Patient Engagement: Practice Management



Pro tip: Share information about Payment Plans across your practice’s website, on your social media platforms, and in your office.

Set the stage

“We put our patients first and are always looking for new ways to support them. That’s why we accept Allē Payment Plans, by Cherry. We’re helping make aesthetics more accessible to patients who are interested in them by offering a more flexible way to pay.”

MESSAGE CATEGORY	PATIENT PERSONA		
	Active patients Existing patients who are on track with their treatment schedule.	New patients Consumers who have never been treated before.	Lapsed patients Past patients who are due for a treatment.
Why pay with Allē?	“Allē helps you save with offers, points, and now flexible Payment Plans—powered by Cherry.”	“Allē has helped patients save for years. With Allē Payment Plans, powered by Cherry, you can pursue your treatment outline that meets your needs while paying over time.”	“We’ll always be honest about what treatments will help you achieve your aesthetic goals. Maintaining the results you’re looking for often requires time and retreatment. It’s also important to align on a plan that meets your goals from the beginning. With Allē, you can enjoy savings for your ongoing visits, and you can pay over time on a schedule that works for you.”
The dollars and cents	“Paying over time gives patients like you the opportunity to achieve your aesthetic goals on your terms.”	“From rewards and special offers to Payment Plans, powered by Cherry, Allē helps make aesthetics easier to pay for, with plans starting as low as 0% APR for qualified patients.”	“Allē helps you achieve your aesthetic goals on your terms, with rewards, savings, and flexible payment plan options by Cherry.”
Other benefits to consider	“With Allē Payment Plans, powered by Cherry, you have the freedom to pay for treatments over time.”	“As an Allē Member, you’ll earn points for today’s visit to use on future treatments. You can also expect to hear more from Allē on how best to maximize the program—from paying over time to promotions and more.”	“You no longer need to pick and choose from your provider’s treatment recommendations—you can do it all and pay over time.”

Close the discussion

“Our patient care coordinator can show you the simple application. It takes a few minutes to apply and doesn’t impact your credit score! Allē Payment Plan options from Cherry range from three to 24 months and start at 0%–35.99% APR. Your provider will discuss how to use your funds over the course of your recommended treatments. We want to help you meet your aesthetic goals.”

Patient Engagement: Front Desk Staff and Patient Care Coordinator



Pro tip: Introduce Allē Payment Plans, by Cherry, during check-in or when patients inquire about pricing.

Check-in

“Hi, I see you’re scheduled for your **[treatment]** appointment. Are there any additional treatments you’re looking to discuss with your provider?”

We offer flexible Payment Plan options that let you pay over time. I can apply your approved balance to your total cost today. Apply now in Allē—it only takes a few minutes and doesn’t impact your credit score. To make the most of your appointment today, we can also review what savings are available to you in Allē to apply immediately.”

MESSAGE CATEGORY	PATIENT PERSONA		
	Active patients Existing patients who are on track with their treatment schedule.	New patients Consumers who have never been treated before.	Lapsed patients Past patients who are due for a treatment.
Why pay with Allē?	“You’ve already maximized savings on the treatments you love through Allē. Now, they’ve teamed up with Cherry—a leading financing solution in aesthetics—to offer you a flexible way to pay over time.”	“Welcome to our practice. Let’s get you checked in, but first, please download Allē, the official loyalty program for Allergan Aesthetics. It’s helped patients save money on their treatments for years, and with Allē Payment Plans, powered by Cherry, you can get treated now and pay over time.”	“It’s great to see you again. How do you plan to pay today? I’d like to introduce you to flexible Allē Payment Plans, powered by Cherry—a leader in buy-now, pay over time service in the aesthetics industry.”
The dollars and cents	“You can pay over time for today’s visit, while racking up Allē points for savings on future visits.”	“Split up the total cost of your Allē treatments into monthly installments with flexible Payment Plans from Cherry.”	“Applying for flexible Payment Plan options is easy. You can receive a balance up to \$10,000 within minutes to use today, and there’s no hard credit check.”
Other benefits to consider	“From the products you get treated with, to the way you pay, own your aesthetic journey with options and terms that work for you.”	“With Allē Payment Plans, powered by Cherry, you have the opportunity to treat now and break down today’s cost in monthly installments.”	“Allē Payment Plans by Cherry give you the freedom to pursue the recommended treatments you want with the option to split the total cost in monthly installments.

Checkout

“Your total cost for today is **\$[XXX]**. If you’re interested in flexible Payment Plan options to pay over time, scan the QR code to apply. You can see how much you’re eligible for within minutes with only a soft credit check. Would you like to pay with cash, credit, or a Payment Plan?”

Pro tip: Introduce Allē Payment Plans, by Cherry, at the start of the patient’s consultation or appointment.

Consultation or pretreatment

“We are focused on delivering the outcomes you are looking for. This does require **[insert treatment]**. You can pay the full cost today or see if you’re approved for flexible payment options to break down the total cost into monthly installments.”

Our office accepts Allē Payment Plans, powered by Cherry, so you can get treated now and pay over time.”

MESSAGE CATEGORY	PATIENT PERSONA		
	Active patients Existing patients who are on track with their treatment schedule.	New patients Consumers who have never been treated before.	Lapsed patients Past patients who are due for a treatment.
Why pay with Allē?	“I know we’ve considered [insert treatment] for you in the past. If you’re interested, let’s discuss this as part of your consultation. We can also talk about any potential savings from Allē, that now offers a new way to pay over time with Cherry.”	“While we’re pursuing [insert treatment] today, I’d love to speak with you about your overall aesthetic goals. We can also discuss options for you to maximize savings and pay for your treatments over time through Allē.”	“It’s been a while since you’ve pursued [insert treatment] . Let’s discuss it as part of your consultation. We’re offering a new way to pay—I’d like to recommend Allē Payment Plans that allow you to pay over time with Cherry.”
The dollars and cents	“In partnership with Cherry, Allē Payment Plans offer flexible monthly payment options so you can pay over time.”	“From rewards and special offers to Payment Plans by Cherry, Allē helps make aesthetics easier to pay for, with plans starting as low as 0% APR for qualified patients.”	“You can apply now to receive up to \$10,000 within minutes. There’s no hard credit check and we can use your approved balance on today’s appointment.”
Other benefits to consider	“We’ll apply any Allē savings you have in your Wallet first. You’ll also enjoy the flexibility of paying for your treatments over time and the freedom of earning Allē points upfront.”	“Start your aesthetic journey on your terms. Start the treatment outlines you want today and pay on a schedule that works for you.”	“Let’s discuss how we can help you continue your aesthetic journey. We can get you scheduled for [insert date] . Any approved remaining balance can be used to pay for your next treatment over time.”

Create *tailored* treatment outlines

“If you’re interested, I’d love to create treatment outlines personalized to what you’re looking for. To support your full journey, we offer a way to pay over time. Allē Payment Plans, powered by Cherry, range from three to 24 months and start as low as 0% APR for qualified patients for up to six months. Our patient coordinator can share more details, if you’d like?”