RepeatMD partners with Affirm to boost revenue and patient loyalty

February 12, 2025

About RepeatMD
RepeatMD is an all-in-one software platform revolutionizing how cash-based practices—such as med spas, dermatologists, plastic surgeons, and dentists—approach patient financing and loyalty.

The Challenge
Cash-based services often face unique financial hurdles, as limited payment options can restrict patient access, lower cart size, and impact repeat business. RepeatMD wanted to address these obstacles by simplifying patient financing, enhancing patient loyalty, and offering practices a consistent, transparent revenue stream.

The Solution
By integrating Affirm's flexible financing options, RepeatMD enabled practices to offer seamless, best-in-class financing options. Now, eligible patients can select payment terms from six to 36 months (for example, a $800 purchase might cost $72.21/mo over 12 months at 15% APR), offering affordability without compromising the practice's revenue predictability.

The Impact
Since partnering with Affirm, RepeatMD says that Affirm has enabled practices to see significant lift in key metrics:

- **Higher Basket Sizes and More Completed Purchases:** Practices using Affirm through RepeatMD have seen a **167% increase in patient spend** per visit compared to traditional MedSpa benchmarks, along with more people completing their purchases.
- **Increased Patient Acquisition and Loyalty:** Thanks to offering Affirm's flexible payment options, practices report an increase in new patient applications and higher engagement, with patients more likely to stay loyal and return for repeat visits.
- **Improved Ease of Onboarding:** RepeatMD's offering allows practice owners to offer Affirm financing without the need for complex setups or integrations. This seamless, hassle-free onboarding process has helped practices start seeing financial benefits almost immediately.

As Phil Sitter, CEO of RepeatMD, explains…

> "At RepeatMD, we're transforming patient financing for cash-based practices with a focus on simplicity and transparency. Affirm is a cornerstone of our strategy to empower practices with top-tier financial solutions, driving loyalty, higher basket sizes, and repeat business, all while providing patients with flexible payment options tailored to their needs. It's a win-win for both practices and their patients."
>
> – Phil Sitter, CEO of RepeatMD

Learn more about RepeatMD here.