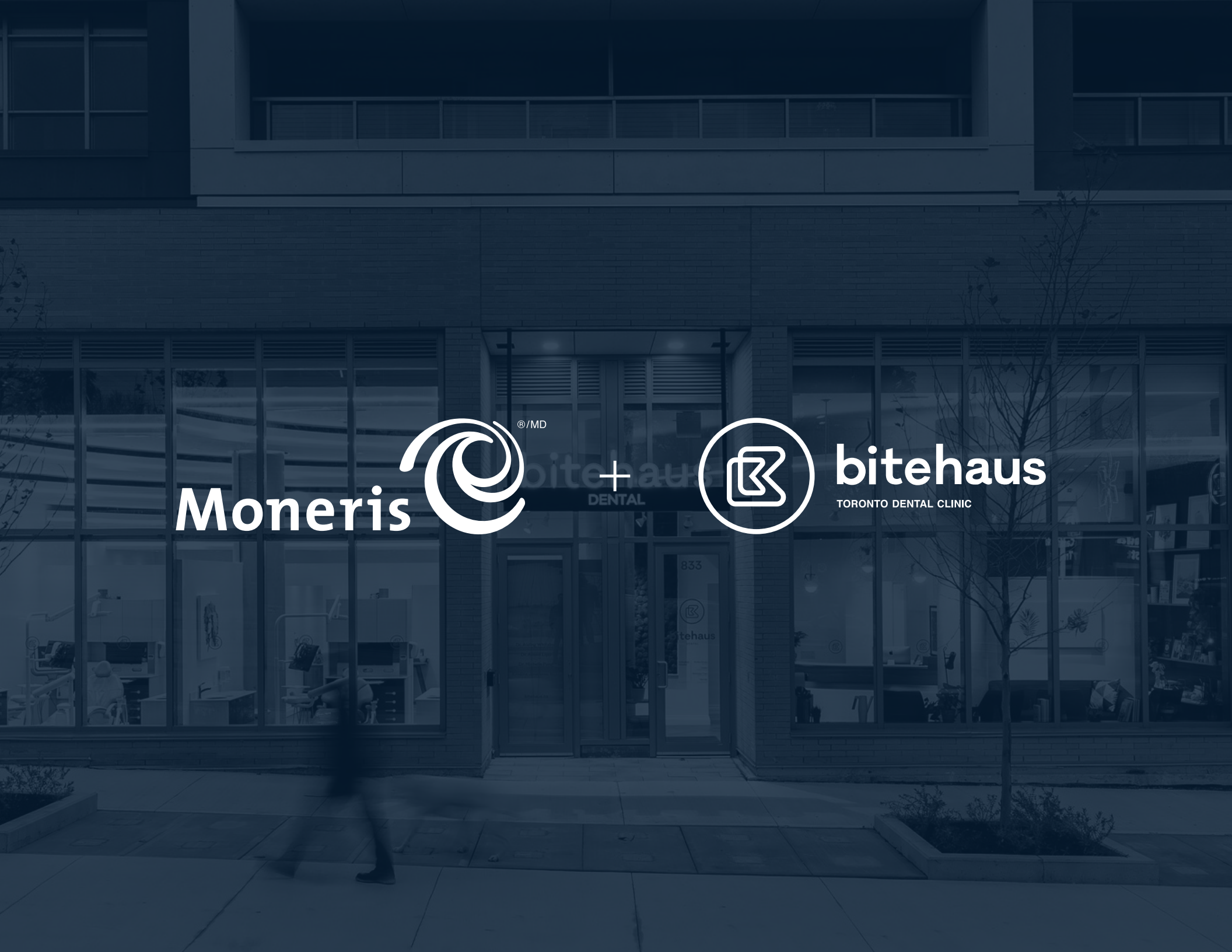


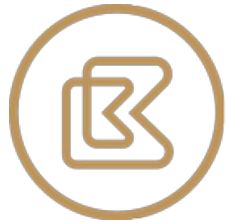
Moneris ^{®/MD}

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bitehaus
TORONTO DENTAL CLINIC





bitehaus

TORONTO DENTAL CLINIC

- **Bitehaus Dental, located in Toronto (ON), was founded in 2018**
- **The dental office is owned by Dr. Aisling Whitaker and her husband Dr. Anand Iyer, who met in Ireland when they were studying at dental school**
- **The owners are striving to change the image of dentistry to one focusing self-care**
- **The dental office has been working with Moneris from the time they opened**

Bitehaus Dental



Line of business: Service (Dental Office)

Products used:

- IWL255 Wireless Terminal
- Moneris Gateway



After speaking with the customer service representative for the initial set-up, it was made clear that Moneris is a company that is friendly and here to help through each step on our journey. It made me feel that working with Moneris would be efficient and an essential key to unlocking success.



- Dr. Aisling Whitaker,
Co-owner of Bitehaus Dental



Bitehaus Dental®, located in Toronto (ON), was founded in 2018. The dental office is owned by Dr. Aisling Whitaker and her husband Dr. Anand Iyer, who met in Ireland when they were studying at dental school. They offer many dental services, from basic dental care to specialized services such as Invisalign® and teeth whitening. Dr. Whitaker wants patients to fully understand that dental procedures are a huge component of self-care. The business has been a Moneris merchant from the time it opened and currently takes advantage of Moneris terminals for face-to-face payments and Moneris Gateway for virtual transactions. Bitehaus Dental is excited to be opening a second location in Toronto and bring Moneris along with them to the next chapter.



“Our Moneris products are key components in keeping the dental office running smoothly and simply.”

- Dr. Whitaker, Co-owner of Bitehaus Dental

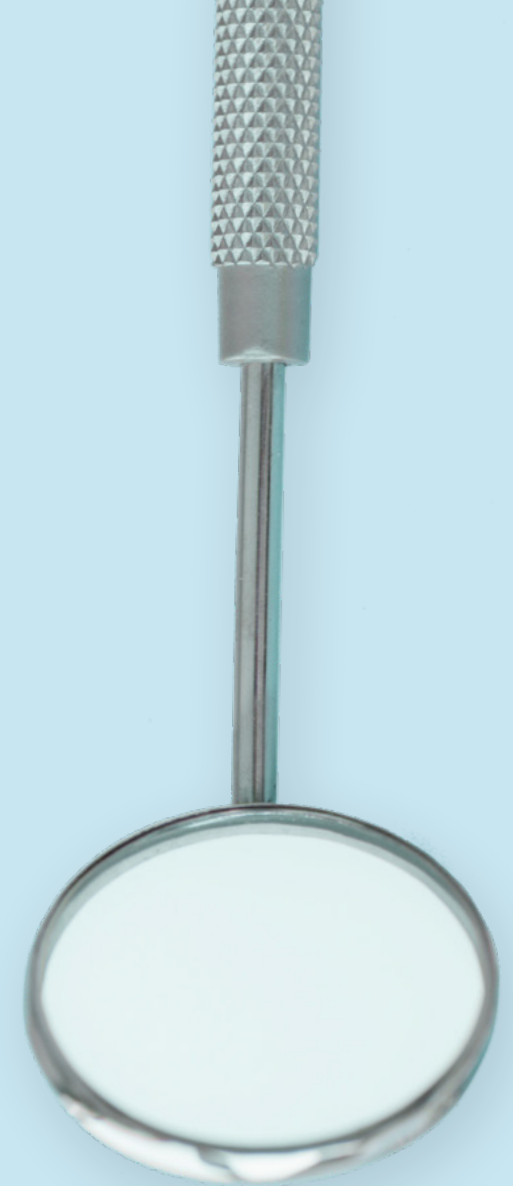


Background

A dental office door is one of those places that polarizes people; they either love it or they are reluctant to enter. Will it become a door that patients dream about opening? Dr. Aisling Whitaker, co-owner of Bitehaus Dental®, is striving to transform the perception of what dentistry entails at her clinic.

Bitehaus Dental was founded in 2018 and is located in Toronto (ON). However, the story does not begin here. Dr. Whitaker was born in Ireland with a passion for dentistry in her genes. Her father was a dentist in Ireland and many of her childhood memories start in her father's dental office. Though, becoming a dentist was not what Dr. Whitaker had initially envisioned as her calling. When she began her university degree, she studied psychology, and then continued studying various areas of psychology into her PhD. While pursuing her studies, Dr. Whitaker took on several part-time jobs and was drawn to the 'people aspect' of her various positions. She started to understand that as much as she enjoyed research, she did not enjoy being isolated.

One of Dr. Whitaker's part-time jobs was as an assistant in a dental office. It was during that time that she became more intrigued with the idea of pursuing a career in dentistry. These experiences led to her enrolling in dental school in Ireland. Studying dentistry confirmed she was where she was meant to be; interacting with and caring for others. While in dental school, she met her husband Dr. Anand Iyer. After graduating and working in Ireland for a year, they moved to Toronto and opened Bitehaus Dental together.





Purpose

Today Dr. Whitaker is striving to re-shape the image that many have painted of dentistry. She wants her patients to understand that dentistry is a true form of self-care.

“I want my patients to know that more than ever, it is very important to look after yourself and taking care of your teeth is a key part of that.”

With self-care at the forefront of the minds of the employees at the clinic, the focus is on creating a relaxing atmosphere and aesthetic from the moment patients walk through the door.

Today, the dental clinic offers multiple services including general dentistry, cosmetic dentistry and Invisalign® (a treatment to straighten teeth).

When offering these services to patients, the focus is always on tailoring treatment to individual needs and emphasizing the importance of preventative care.

Dr. Whitaker has a special passion for Invisalign, “It brings me joy to see my patients walk away from the office with more confidence.”

When she is not in the office treating her patients, she is seeking any opportunity to continue to learn and grow as a dentist. She belongs to many dental groups and strives to dedicate at least two hours per week to further her education.

Why Moneris?

Each day Bitehaus Dental focuses on providing a meaningful and seamless patient experience so it was imperative that they found a payment processor with functions that align with their business goals. When Dr. Whitaker was choosing her payment processor before opening their clinic, Moneris was introduced to her by RBC and it was a natural fit.

“We want the experience for the patient to be relaxing at every step of the way, from being greeted when they first enter to processing their payment before they leave,” says Dr. Whitaker. With every detail in mind, a well-informed decision was made to use Moneris. Moneris stood out against other competitors on the market for, among other things, its competitive pricing and innovative payment solutions.

“After speaking with the customer service representative for the initial set-up, it was made clear that Moneris is a company that is friendly and here to help through each step on our journey. It made me feel that working with Moneris would be efficient and an essential key to unlocking success,” says Dr. Whitaker.

Despite many challenges that Bitehaus Dental has faced amidst the pandemic, Dr. Whitaker says that they have been able to run efficiently because of tools such as their wireless terminal. The ability to process payments in the clinical room using the Moneris Vault has made things very effective and convenient for their patients.





“The set-up was easy and the terminal itself is very simple to use. The last thing we want is complexity in the last step of our patient experience,” she adds.

Dr. Whitaker says the office will continue using Moneris as the business is getting ready to open their second location. “Our Moneris products are key components in keeping the dental office running smoothly and simply.”

Bitehaus Dental most recently started using Moneris Gateway, a tool enabling the dental office to offer online or card-not-present payments. Due to the pandemic, Bitehaus Dental pivoted to tele-dentistry and virtual consultation options, where Moneris Gateway has been very beneficial to the business. “Moneris Gateway has allowed us to ensure that our operations are secure and has been a benefit to our patients because of the increase of online payments and payment plans,” says Dr. Whitaker. She added that Moneris Gateway gives her peace of mind.



I want my patients to know that more than ever, it is very important to look after yourself and taking care of your teeth is a key part of that.



- Dr. Whitaker, Co-owner of Bitehaus Dental

What's next?

Dr. Whitaker is excited to continue using Moneris Gateway to provide more services virtually. Looking into the future, Dr. Whitaker has many goals including offering additional services such as dental implants and bringing Moneris products with her during this new journey.





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