

How cost factors into decision making for dermatology patients

New research from CareCredit helps explain the steps medical and cosmetic patients take on their path to dermatology care.

To better understand how dermatology providers can walk alongside patients and help improve their care journeys, CareCredit conducted its first survey in the dermatology space. The results show that while cosmetic and non-cosmetic (medical) dermatology patients may hold different consideration sets, they ultimately want the same thing: to get the care they seek in a budget-friendly way.

Medical Dermatology Patient Journey

Patient insight: Medical dermatology patients who are younger and seeking more expensive and repeat treatments not covered by insurance show more concern about cost and coverage, or lack thereof.

Seek Care

Research

Cosmetic Dermatology Patient Journey

Patient insight: Cost is a key factor when choosing a cosmetic provider and selecting a treatment, second only to doctor reputation and availability, and effectiveness of treatments.

81% of cosmetic dermatology patients learned about cost prior to undergoing treatment.



Cosmetic patients may be surprised by how much they owe, making cost a source of stress. Providers who offer financing solutions at this point can help them feel more confident in moving forward with their procedure.



Medical dermatology patients run into out-of-pocket costs after their treatment. Providers who talk about the cost of care and financing options earlier in the journey can help bring peace of mind and eliminate "surprise" expenses.

Over a third of medical dermatology patients learned about cost after undergoing treatment.

Patient insight: Patients want to learn about cost early on in their journey.

75% of patients have out-of-pocket costs averaging \$222.

Cost conversations happen here

Visit

Pay

Loyalty

89% plan to return to the provider to continue treatment, checkup or additional treatments.

93% of patients have out-of-pocket costs averaging \$481.

Patient insight: Despite strong satisfaction with their provider, over half of patients reconsider future cosmetic treatments due to cost.

While cost is a concern for many seeking dermatology care, particularly cosmetic patients, it doesn't have to limit their choices and options. Financing solutions like the CareCredit credit card can help people fit the cost of care they want or need into their budget. Providers who proactively discuss cost and financing can help patients get treatment—and keep them coming back for future care.

