

# Delivering a Great Patient Experience



Happy patients who return consistently and refer friends and family are critical to the long-term success of the practice. Exceptional clinical care is only part of the happiness equation. It's the patient experience and trust built over time that helps create long-term loyalty and advocacy. The time you and your team spend with patients can have a big impact on practice growth. And surrounding yourself with people – both on your team and vendor partners – who help you optimize points of contact along the patient experience can help you keep your schedule full, achieve your goals, and make your day just a little easier.

As you know, the treatment and fee discussion is one of the most important conversations you'll have with patients and a pivotal moment in your patient's journey. Having a trusted financing solution – the CareCredit credit card - to help address cost concerns through a partner you trust with your patients helps make your day easier and practice more successful.

Here are a just a few of the other ways having CareCredit as your partner can help:



## Acceptance of Recommended Treatment:

Cost remains one of the top barriers to care and a reason patients decline, delay or accept less than optimal treatment. For many practices, only 50% of existing patients commit to treatment and less than 30% of new patients move forward with care.<sup>1</sup> There are 12+ million CareCredit cardholders and many may be in your community and even in your practice – and already have a way to pay for recommended treatment – making cost conversations easier from the start.



## Ease of Use:

Every moment saved on tasks gives your team more time to invest in your patient relationships, which can be especially helpful if you are short staffed. CareCredit is integrated into 90% of dental practice management software. It can save you time and give insight into which patients on your schedule have been pre-approved or already have a CareCredit credit card and their available credit. Which again, can make cost conversations easier and more successful.

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### Cancellations and No-Shows:

Open chair time can impact almost all KPIs – from revenue to patient lifetime value. A recent survey revealed that 60% of cancellations were due to “sickness” and 30% due to financial concerns.<sup>2</sup> CareCredit is a credit card – not a one-time, one-use loan like other options – which means patients have an ongoing financial resource for their dental needs. In fact, the average first ticket for a patient opening a CareCredit credit card in a dental practice is \$2,200 and the average cardholder used CareCredit about two times in the first year.



### Accounts Receivable:

Your team should be targeting a 98% collection rate of billable/adjusted production but unfortunately, most dental offices lose on average 9% of their Accounts Receivable<sup>3</sup>. Why take the risk of slow payments or damaging patient relationships with collections? When patients have an out-of-pocket cost, include CareCredit as a payment option up front. This may save your team time managing billing and Accounts Receivable, which, again, can help if you are short staffed.



There’s another key value you should consider. For 35+ years CareCredit has helped providers help more patients through the right mix of financing solutions and insights and resources. Growth is a long-term process and CareCredit is in it for the long haul.

For example, our Practice Development Team, many of them like you have experience managing a dental practice, is available to help create a customized growth plan for your practice– at no cost. It all starts with an 8-minute conversation to discover how CareCredit is your true partner in growth.



<sup>1</sup> “22 Key Performance Indicators of a Dental Practice,” ADIT, Oct 2022. Retrieved from: <https://adit.com/22-key-performance-indicators-of-a-dental-practice>.

<sup>2</sup> “Decreasing Open Chair Time Through Best Practice Management Systems,” Kommareddi M, April 2025, [https://digital.dentaleconomics.com/dentaleconomics/202504/MobilePagedReplica.action?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=TXDENT250403002&utm\\_content=gtxcel&pm=2&folio=32#pg32](https://digital.dentaleconomics.com/dentaleconomics/202504/MobilePagedReplica.action?utm_source=newsletter&utm_medium=email&utm_campaign=TXDENT250403002&utm_content=gtxcel&pm=2&folio=32#pg32), accessed April 9, 2025.

<sup>3</sup> “Best Practices for Improving Your Practice’s Collection Rate in 2023,” ADIT, April 2023. Retrieved from: <https://adit.com/best-practices-for-improving-your-practices-collection-rate-in-2023>.