

Help your practice see more success with CareCredit resources



Help make budget-friendly financing clear to see

This guidebook provides information about how you can use CareCredit's marketing tools and digital resources to show your patients you offer a way to pay for an entire spectrum of vision care.



Help bring flexible financing into focus

Providing your patients with optimal care is your vision, but cost concerns could be holding them back. The CareCredit health and wellness credit card can help your patients:



Move forward with the plan you recommend, including premium options and additional procedures.



Pay over time for everything from eye exams, eyewear and contacts, to LASIK, cataract surgery and dry eye treatments.



Fit deductibles, copays and out-of-pocket costs not covered by insurance into their monthly budgets.



64% of patients say that a healthcare provider offering a variety of payment options, including special financing, is highly important and influences where they will go for treatment or service.¹

¹ Synchrony Market Insights: Healthcare Journey Quant Report Consumer and Provider, 2023 (RTI Research).

CareCredit resources may help patients move forward on their journey



A patient gets a referral or finds your practice online

When looking at your website, the patient sees you accept the CareCredit credit card to help budget care costs. With millions of CareCredit cardholders nationwide, potential patients may already have the CareCredit credit card in their wallet.



You talk about financing at their consultation

CareCredit signage in your practice reminds the patient about the financing options you offer. When discussing your recommended treatment plan, they ask about financing their procedure with CareCredit.



They schedule a consultation

The appointment reminder includes your CareCredit custom link. The patient clicks to learn more and see if they prequalify for the CareCredit credit card. Now they may feel prepared to talk about the procedure and how they will pay for it.



The patient schedules their procedure

You use the Payment Calculator to show them how the total cost can break down into monthly payments. The patient applies for the CareCredit health and wellness credit card, is approved,* and now feels more confident about managing the cost of their procedure.



They pay for their procedure upfront

The patient uses CareCredit to help pay for the full balance of their procedure, and your practice gets paid in two business days.

Proactively talking about financing with patients can help make all the difference on their journey to clear vision. When they know your practice offers a flexible way to pay, it can help make cost conversations easy for your team and your patients so everyone can focus on what matters most.

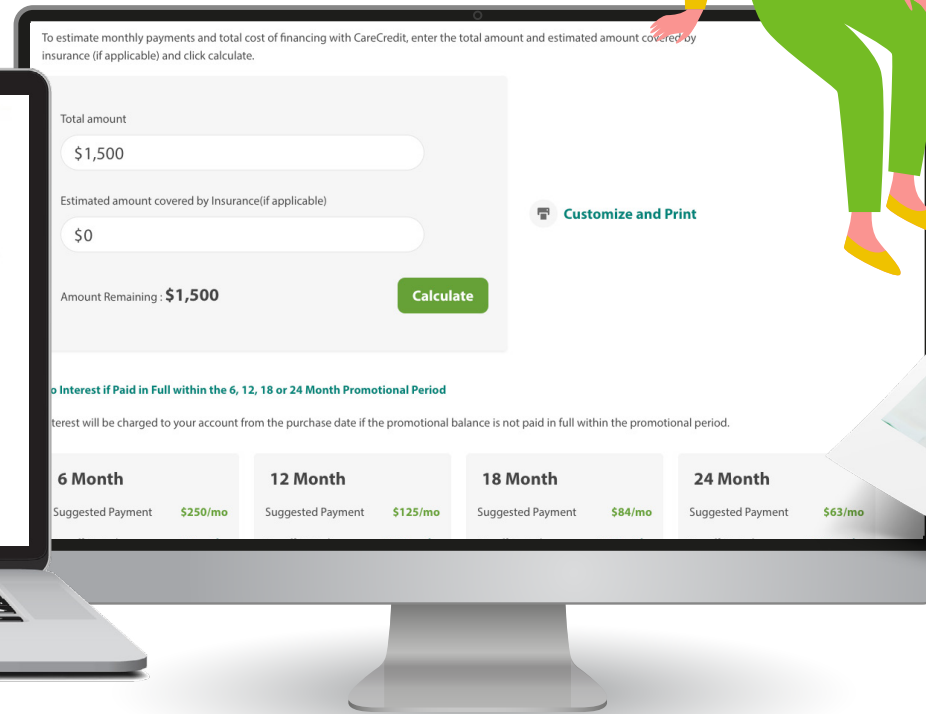
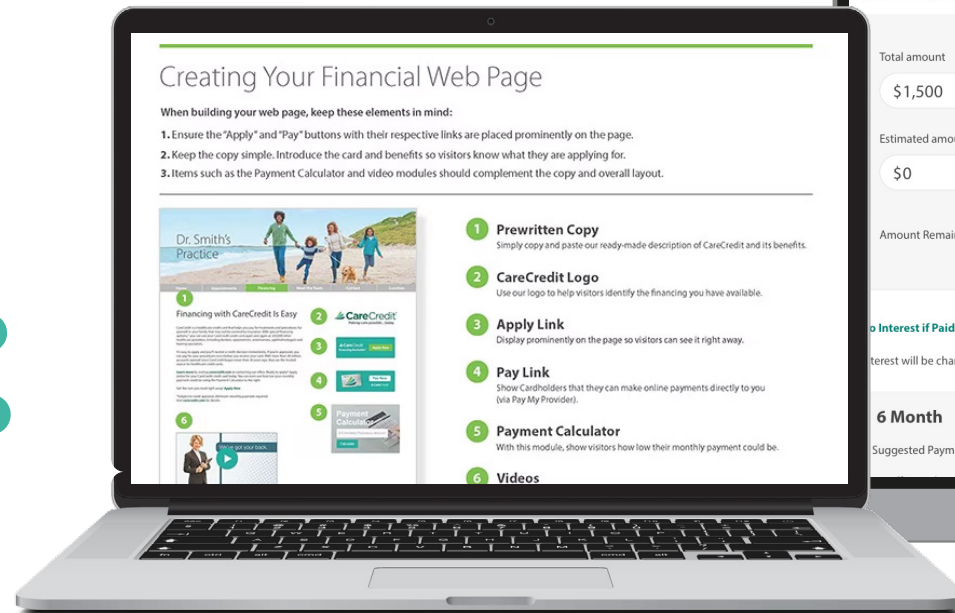


55% of patients surveyed want to learn about payment methods before their appointment.¹

¹ Synchrony Market Insights: Healthcare Journey Quant Report Consumer and Provider, 2023 (RTI Research).

*Subject to credit approval.

CareCredit resources to help grow your business



76% of consumers surveyed would pursue additional medical services if they had ways to pay for them.¹

Feature CareCredit on your financial landing page so patients know you offer flexible financing before they come in for their appointment.

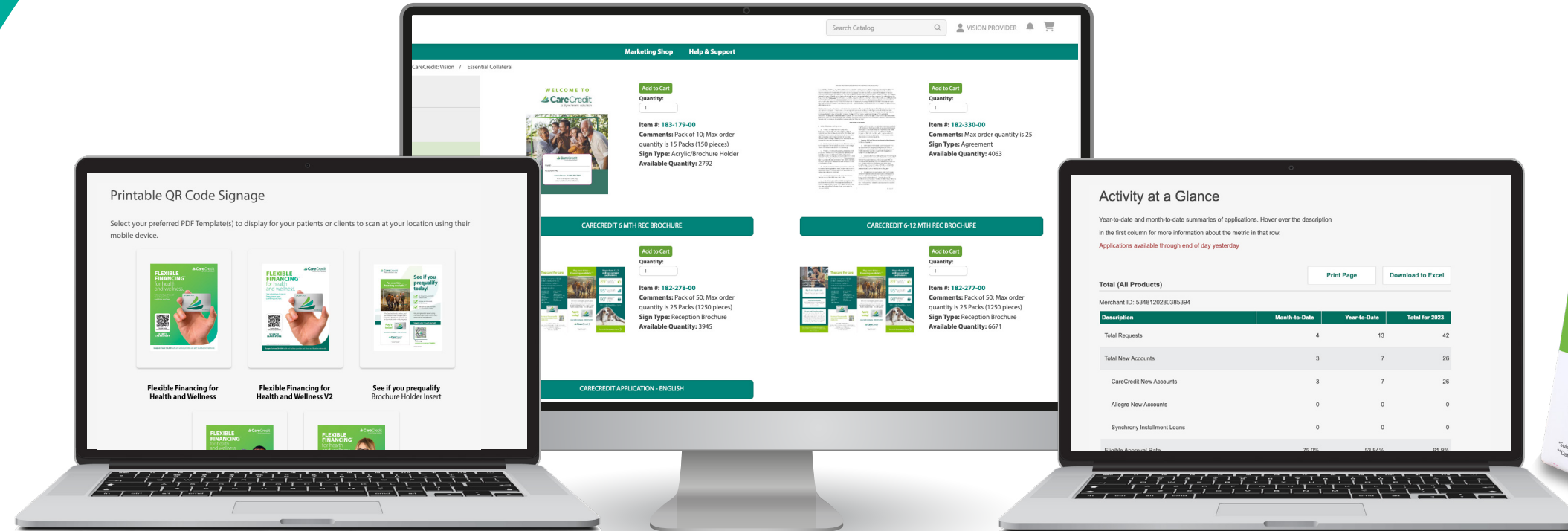
Have easier cost conversations by quickly and easily showing your patients their estimated monthly payments with the CareCredit credit card.

Guide your team through cost conversations and how to address questions about treatment and financing options.

Help your team understand how offering CareCredit can help move patients through their journey, improve acceptance of care and drive efficiency for your practice.

¹ Synchrony Market Insights: Healthcare Journey Quant Report Consumer and Provider, 2023 (RTI Research).

Enrolled providers can utilize even more tools



Help reach more patients with banners, buttons and copy that fit into your website, emails and social media.

Remind your patients of a payment option with vinyl glass clings, signs and brochures to display at your practice.

Find new ways to help grow your practice, see how many patients are using CareCredit and determine their average ticket.

Use your custom link or QR code to help patients see if they prequalify for the CareCredit credit card. They can then apply, get a decision within seconds and, if approved, pay the same day.



Pro Tip

Sharing your custom link on your website, social media accounts and emails, and displaying your QR code in your practice can help more patients see you accept CareCredit.

77% of ophthalmology providers agree the impact of offering payment alternatives to patients is positive.¹



Quick Questions

Why should I accept the CareCredit credit card if I already accept general-purpose credit cards?

With CareCredit, your patients can count on a dedicated health and wellness credit card for the products and services they want and need. It can be used for out-of-pocket expenses not covered by medical insurance and provides special financing options for purchases of \$200 or more.

Can I select special financing offers for my practice?

Yes – select the financing options for your practice from the Manage Promotions feature in our Provider Center platform. You must accept CareCredit for purchases of any amount, and 6 months special financing must be available for purchases of \$200 or more.

How and when will I be paid?

CareCredit pays your practice within two business days by making an electronic deposit into your bank account.

What if my patients don't pay their bills?

Regardless of whether a cardholder defaults, you receive payment within just two business days. CareCredit is a non-recourse program, so if cardholders delay payment or default, it's not your responsibility.*

*Subject to the representations and warranties in your agreement with Synchrony.

¹ Synchrony Market Insights: Healthcare Journey Quant Report Consumer and Provider, 2023 (RTI Research).

Not enrolled? See all the benefits CareCredit offers your business.

- Help attract new patients
- Help drive loyalty and repeat visits
- Get paid in two business days
- Free marketing resources
- Help increase treatment acceptance



Interested in joining the CareCredit provider network?

Get started at <https://www.carecredit.com/providers/contact-team/>
or call 800.300.3046, Option 5, to talk to a member of our team.



Have more questions?

If you are an enrolled provider accepting CareCredit, **fill out this form** to be contacted by a member of our team, or call 800.859.9975, Option 1, then 6.

If you are interested in joining the CareCredit provider network, **complete this form** to be contacted by a member of our team or call 800.300.3046, Option 5.