

CARECREDIT + MARKETING MATERIALS HOW-TO GUIDE



How to Use this Document

This document overviews how to introduce CareCredit to your patients or clients through your marketing across the patient/client experience.

It includes a Resource Guide detailing how to use the Marketing Toolkit assets in your provider portal and a Sample First-Month Marketing Calendar to help you get started.

This is just a guide, and everything can be adapted to fit the needs of your practice.

Section 1

Resource Guide

Website Tools

Email Tools

Point of Sale Tools

Social Media Tools

SMS Messaging Tools

Word of Mouth Tools

Section 2

Month One Marketing Calendar

- Week 1: Make CareCredit easy to find and understand
- Week 2: Introduce CareCredit to active or engaged patients/clients
- Week 3: Integrate CareCredit into recurring touchpoints
- Week 4: Reinforce CareCredit as an option for large or unexpected expenses

SECTION 1: RESOURCE GUIDE

A guide to using CareCredit's Marketing Toolkit assets across key marketing channels

How to Use Section 1

This section outlines how to use the Marketing Toolkit resources across individual marketing channels.

- **First**, choose a marketing channel to explore – website, email, in-office materials, social media, SMS messaging, or staff conversations.
- **Second**, review the guidance on what Marketing Toolkit resources work best for that channel and where to find each.
- And **lastly**, download the resources and implement!

Your practice can evaluate what makes the most sense for your patients or clients, using our guidance as a starting point and going from there.

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Add CareCredit to your website and patient portal.
- 2. Email**
Share CareCredit information through patient communications.
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Promote CareCredit in-office during the patient visit.
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Introduce CareCredit through your social channels.
- 5. SMS**
Share financing information through patient text messages.
- 6. Word of Mouth**
Equip your team to confidently talk about CareCredit with patients.

WEBSITE

Help patients understand their payment options before they arrive.

Introducing CareCredit on your Website

Your website is often the first place patients or clients learn about payment options. In this section, you'll learn how to make CareCredit visible across your site so patients or clients can understand financing options before they arrive.

CareCredit Website Tools

Create Your Own CareCredit Website Page

1. Custom financial page

Embed Within Existing Site Pages

1. Banners and buttons
2. Ready to use copy
3. Custom link
4. Credit Card or logo imagery
5. Payment calculator
6. Billing website messaging

Resources

- High Level Website Guide [here](#)

ABC Practice

home about us services our staff financing contact us

(5) Pay Over Time with the CareCredit Credit Card

ABC Practice proudly accepts the CareCredit credit card for all your health, wellness and beauty wants or needs.

Help fit the care you want or need into your budget with the CareCredit health, wellness and beauty credit card. It offers flexible financing options that allow you to pay over time.* (2)

- Promotional financing options available
- See if you prequalify with no impact to your credit score
- Instant credit decisions
- No annual fee¹

CareCredit also helps make care possible for you and your family. It's accepted at 266,000+ locations, so you can pay for chiropractic, dentistry, dermatology, cosmetic, hearing, prescriptions, pet care and more. It's a convenient way to help fit expenses not covered by insurance into your budget.

Learn more by visiting carecredit.com or contacting our office. (4)

*Subject to credit approval. Visit carecredit.com for details.
¹For new accounts as of 5/30/24: Purchase APR is 32.99%. Penalty APR is 39.99%. Minimum Interest Charge is \$2.

CareCredit is a Synchrony solution. When you go to the CareCredit website you will be subject to the Synchrony privacy policy, which differs from the [insert practice name] privacy policy. You can learn more about the Synchrony privacy policy at carecredit.com.

Financing Available (1)
See If You Prequalify
CareCredit

Payment Calculator (3)
ESTIMATED PROCEDURE AMOUNT
\$
CareCredit

Special financing options available. (1)
Pay Your Bill
CareCredit

Example CareCredit Financing Page

CREATE YOUR OWN CARECREDIT WEBSITE PAGE

Create a Custom CareCredit Financing Page

A customized CareCredit financing page is the most effective way for your practice to provide details about our payment options and help patients or clients apply directly through your site.

Where this works best

- Website navigation under Financing
- Patient resources section

How to add

1. Enter your practice name and website URL
2. Choose your preferred color, font, and branding options
3. Preview the page to see how it will appear on your site
4. Click Generate Code to create your custom CareCredit page
5. Copy the generated code and paste it into your website

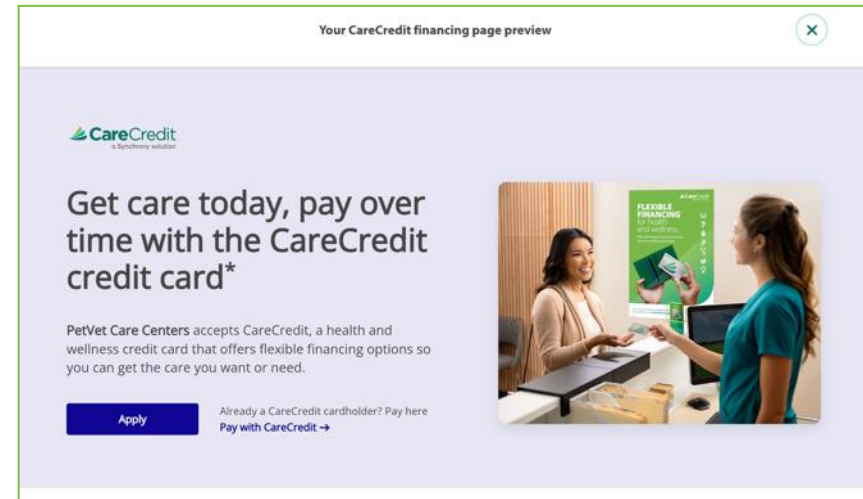
Resources

Generate your custom CareCredit website [here](#)

Brand settings

Choose a high-contrast brand color. This will help buttons stand out and keep text labels legible. Make sure to preview your page to see your settings applied, then select the 'Generate code' button.

Brand Color* #100594	Font* Open Sans
Practice name* PetVet Care Centers	Practice website URL* https://www.petvetcarecenters.com/



EMBED WITHIN EXISTING SITE
PAGES



Highlight CareCredit with Informational Website Banners and Buttons

Banners and buttons are a great way to promote CareCredit as a payment option on existing site pages and guide patients or clients to get started.

Where this works best

Add CareCredit buttons or banners to:

- Your existing payment or financing page
- Service or treatment pages
- Online booking pages
- Your website footer

How to add

Banners (1)

1. Choose the banner size that fits your website layout
2. Copy the generated code
3. Add the code to your website

Note: Your practice's CareCredit link is automatically embedded in the banner.

Buttons (2)

1. Select the button size and preferred color
2. Copy the generated code or email it to your web team
3. Add the code to your website

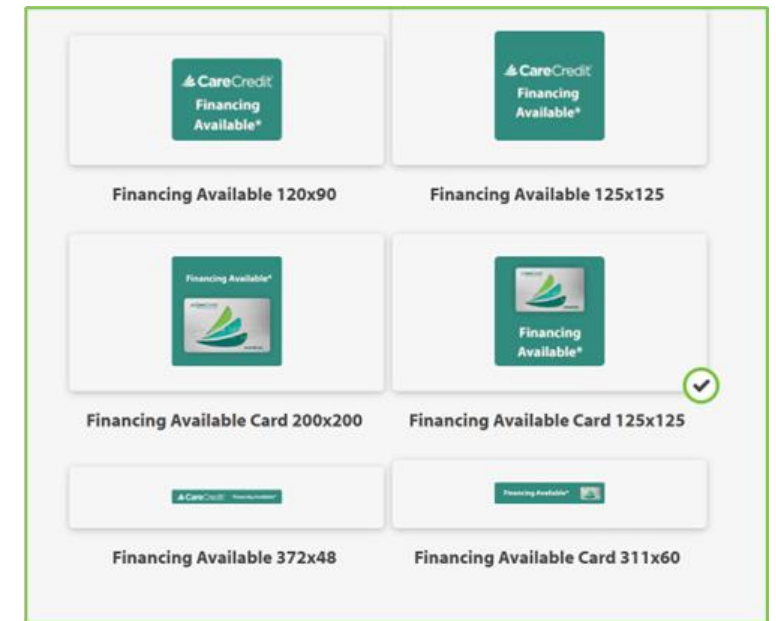
Resources

Access your custom banners and buttons [here](#)

Need help? Review the [Digital Tools Guide](#)



(1)



(2)



Add CareCredit Card and Logo Imagery to your Website

For an even more simplistic visual option that is still impactful, highlight the CareCredit financing option through these card or logo images.

Where this works best

Add CareCredit card or logo imagery to:

- Payment or financing pages
- Treatment or service pages
- Website footer
- Patient resources pages

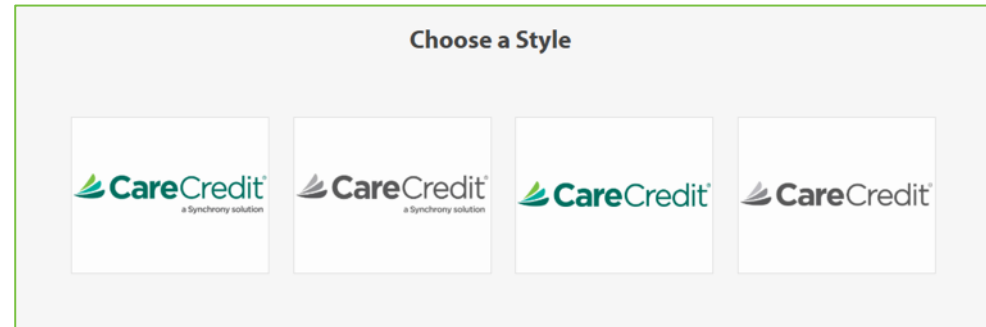
How to add

1. Choose the card or logo style that fits your website
2. Select the preferred version or format
3. Copy the generated code
4. Paste the code into your website

Resources

Access CareCredit card and logo imagery [here](#).

Need help? Review the [Digital Tools Guide](#)



Add Ready to Use Copy to Your Website

If your site pages have space for a more thorough explanation of financing options, this ready-to-use website copy makes it easy to add the CareCredit information to your website without writing it yourself.

Where this works best

You can add this copy to a CareCredit section of:

- Your payment or financing page
- Treatment or services pages
- Your website FAQ section

How to add

1. Choose the website copy that best fits your practice (About CareCredit, Online Payments, or industry-specific copy)
2. Download the template
3. Insert your custom CareCredit link where indicated
4. Paste the copy into your website and adjust as needed

Resources

View available website copy templates [here](#)

About CareCredit

[Download](#)

CareCredit health and wellness credit card for veterinary care for pets big and small

Whether it's a routine checkup or emergency surgery, you shouldn't have to worry about how to get the best medical care for your pet. That's why we're pleased to accept the CareCredit health and wellness credit card. CareCredit lets you say "yes" to recommended treatment for your pet immediately, and pay for it in convenient monthly payments that fit your budget.

CareCredit is the health and wellness credit card designed exclusively for healthcare services with special financing options.* With CareCredit, you can use your card for all of your pet's follow-up care as well as annual exams and vaccines.

Online Payments

Website Copy

[Download](#)

Visit [\[insert your custom link\]](#) to pay with your CareCredit credit card.

Don't have CareCredit? [Apply here](#) or [learn more \[insert your custom link\]](#) today.

*Subject to credit approval. Minimum monthly payments required. Promotional financing options are available on purchases of \$200 or more. Standard Account Terms apply to purchases of less than \$200. Promotional financing options available through Pay My Provider may differ from options available in-office. See www.carecredit.com for details.

Equine Web Copy

Option 1

[Download](#)

Flexible financing for your horse's care.

Whether you're facing an emergency colic surgery or scheduling a wellness visit, you should never have to worry about how to manage the cost of your horse's care. That's why we're pleased to accept the CareCredit health and wellness credit card that gives you a budget-friendly way to pay over time with flexible financing options.*

Upon approval, you can use your CareCredit card for all of the veterinary services, prescriptions and products your horse needs to stay happy and healthy, from lameness exams and diagnostics to vaccinations and deworming.

Add Your Custom Link to Your Website

Your custom CareCredit link can be used across your site to drive patients or clients to apply in a way that is attributed directly to your practice.

Where this works best

Add your custom CareCredit link to:

- Payment or financing pages
- Website navigation under Financing
- Appointment or booking pages
- Patient resource section

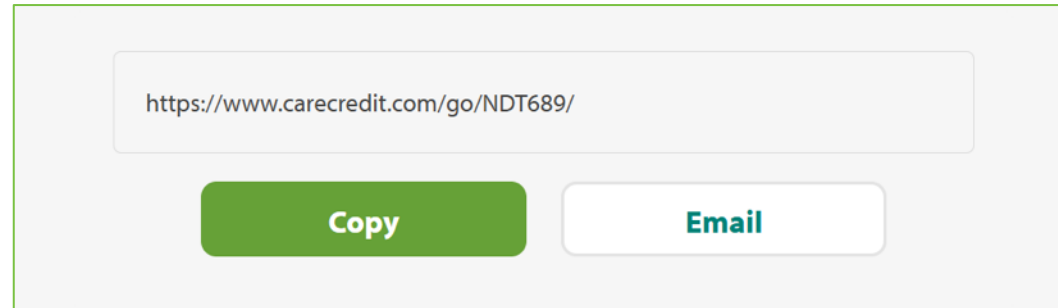
How to add

1. Access your practice's custom CareCredit link
2. Copy the link provided
3. Add the link to your website wherever patients/clients can learn about payment options

Resources

To access your custom link, [go here](#).

To learn more about how your custom link works, [go here](#).



Help Patients Estimate Costs with an On-Site Payment Calculator

Including the CareCredit payment calculator on your site allows patients or clients to estimate monthly payments and explore financing options ahead of their appointment.

Where this works best

Add the calculator to:

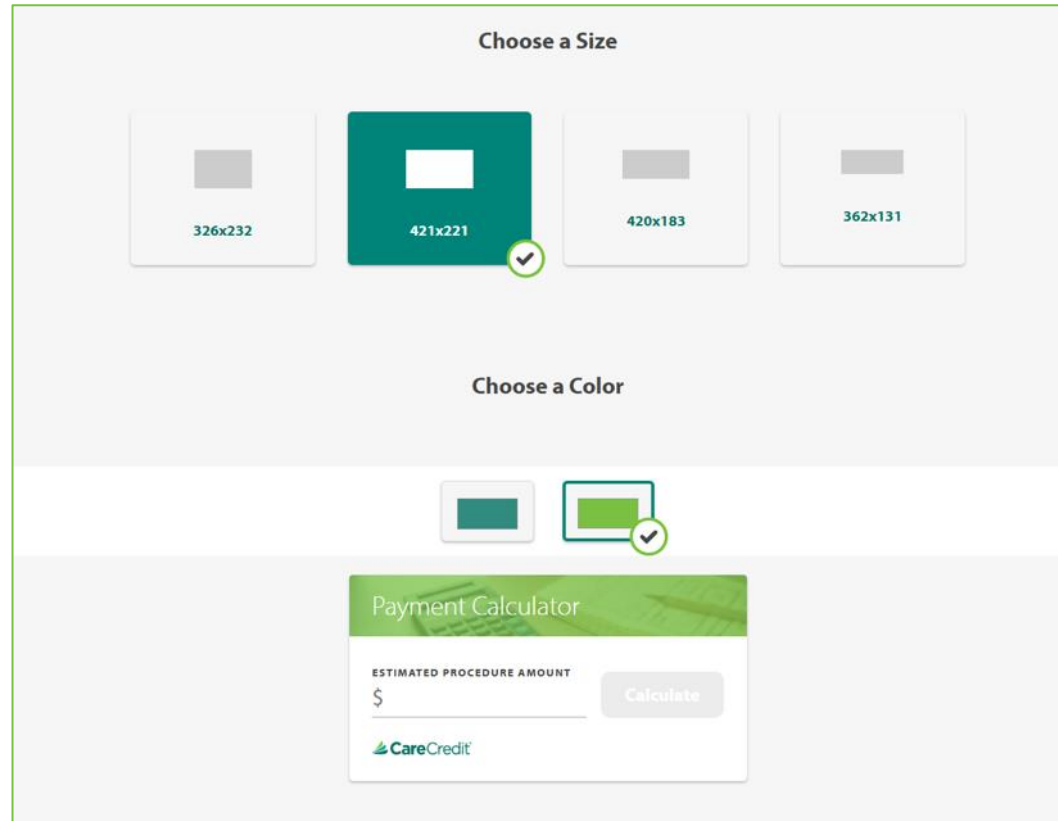
- Payment or financing pages
- Treatment pages with higher-cost procedures
- Your website footer

How to add

1. Select the calculator size that fits your website layout
2. Choose your preferred color option
3. Copy and paste the generated code

Resources

Access the payment calculator tool [here](#).



Use Approved CareCredit Billing Website Messaging

To showcase payment options at the time of billing, this CareCredit-approved messaging template provides a clear example of how to inform patients or clients about available CareCredit options.

Where this works best

Consider adding CareCredit messaging to:

- Billing or payment pages
- Patient billing statements
- Pre-treatment instructions
- Post-care documents
- Patient portals or online billing pages

How to add

1. Download the CareCredit billing messaging template
2. Copy the approved language from the document
3. Insert your custom CareCredit link where indicated
4. Add the messaging to your website or billing communications

Resources

View example billing messaging [here](#).

[ABC Health] + CareCredit

Patient Billing Website Messaging

Include this messaging in your website so patients know about the new CareCredit partnership along with the new payment solution that is now available to them through the CareCredit credit card.

Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to update all variable text in pink below prior to distribution.

[Headline]

A New Payment Option for Our Patients

[Body]

We're pleased to announce that we've partnered with CareCredit, a healthcare credit card patients can use to pay for deductibles, copays and out-of-pocket medical expenses. You can choose promotional financing options* for purchases of \$200 or more every time you pay with CareCredit.

[Subhead]

How It Works

1. Simply apply online at **[Custom URL]**, call (855) 878-5952[†] or text HEALTH to 24553.**
2. Get a credit decision within seconds. Upon approval, you can use your card immediately.
3. Pay in-person, by phone or online at **[Custom URL]** by searching for your provider.

[Button]

Apply or Pay Now

<link to: custom url>

[Disclaimers]

*Subject to credit approval. Minimum monthly payments required. See carecredit.com for details.

**Standard text message rates apply.

[†]Must be 18 or older to apply, must be 21 or older to apply by phone.

EMAIL

Reach patients or clients directly with financing information and payment options.

Introducing CareCredit in Emails


Email is a powerful way to share payment information with patients or clients. In this section, you'll learn how to introduce CareCredit in your emails, so patients or clients understand financing options before their visit.

CareCredit Email Tools

1. Ready to use copy
2. Custom link
3. Banners and buttons
4. Care Credit logo

Templates

- Staff announcement email template
- Staff education email template
- Patient billing email template
- Patient newsletter email template


 (4)

[Header]
[ABCHealth] Now Accepts CareCredit (5)

[Body]
 CareCredit is a healthcare credit card you can use for copays, deductibles and out-of-pocket medical expenses not covered by insurance. With CareCredit, you can choose a promotional financing option* and pay over time to help you fit care into your budget.

[CTA Button]
 Learn More
 [Linking to: carecredit.com/ABCHealth] (2)

[Disclosure, must be at least 8pt]
 *Subject to credit approval.

 (3)

Example: CareCredit Patient Newsletter

Highlight CareCredit in Emails with Banners and Buttons

These banners and buttons can be used within your emails – clearly communicating the most important information about CareCredit in one image.

Where this works best

Add CareCredit buttons or banners to:

- Patient newsletters
- Treatment plan or estimate emails
- Appointment reminders or follow-ups
- Practice announcements

How to add

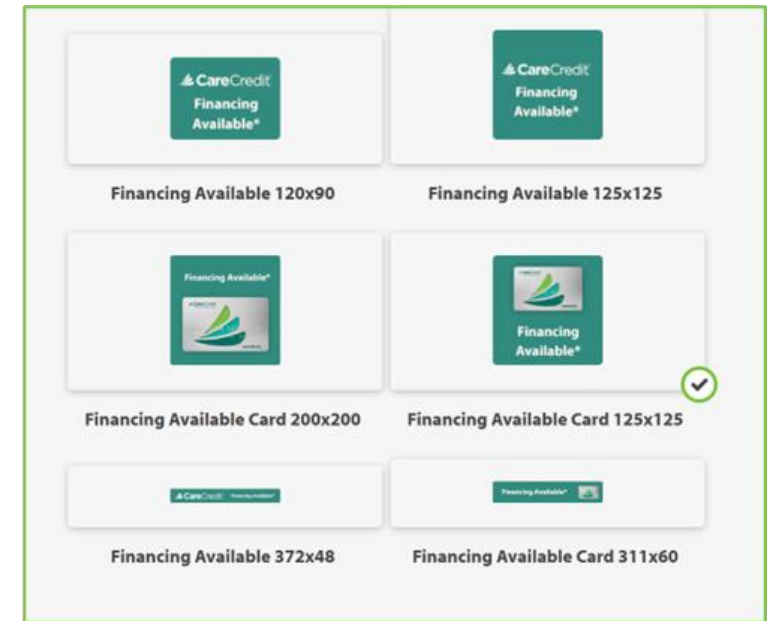
Banners

1. Choose the banner size that fits your website layout
2. Copy the generated code
3. Add the code to your emails

Your location's CareCredit link is automatically embedded in the banner.

Buttons

1. Select the button size and preferred color
2. Copy the generated code or email it to your web team
3. Add the code to your emails



Resources

Access your custom banners and buttons [here](#)

Need help? Review the [Digital Tools Guide](#)

Add CareCredit Card and Logo Imagery to Emails

For an even more simplistic visual option that is still impactful in highlighting the CareCredit financing option, you can embed these card or logo images.

Where this works best

Add CareCredit card or logo imagery to:

- Patient newsletters
- Appointment confirmation or reminder emails
- Treatment plan or payment communications
- Practice announcements
- Footer template of an email

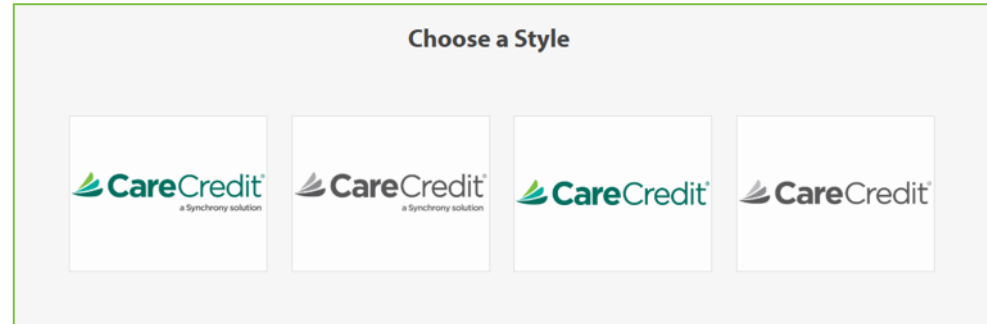
How to add

1. Choose the CareCredit card or logo style that fits your email design
2. Download the image file
3. Insert the image into your email template or email builder
4. Link the image to your custom CareCredit application link if available

Resources

Access CareCredit card and logo imagery [here](#).

Need help? Review the [Digital Tools Guide](#)



Add Ready to Use Email Copy About CareCredit

This ready-to-use email copy can be easily picked up to explain financing options to patients or clients or clients, making it easy to include CareCredit into any messaging.

Where this works best

You can add this copy to:

- Patient newsletters
- Treatment estimate or payment emails
- Post-visit communications
- Financing or payment information emails


How to add

1. Choose the email copy that best fits your message
2. Download or copy the template
3. Insert your custom CareCredit link where indicated
4. Paste the copy into your email and adjust as needed

Resources

View available website copy templates [here](#)

About CareCredit


 [Download](#)

CareCredit health and wellness credit card for veterinary care for pets big and small

Whether it's a routine checkup or emergency surgery, you shouldn't have to worry about how to get the best medical care for your pet. That's why we're pleased to accept the CareCredit health and wellness credit card. CareCredit lets you say "yes" to recommended treatment for your pet immediately, and pay for it in convenient monthly payments that fit your budget.

CareCredit is the health and wellness credit card designed exclusively for healthcare services with special financing options.* With CareCredit, you can use your card for all of your pet's follow-up care as well as annual exams and vaccines.

Online Payments


Website Copy  [Download](#)

Visit [\[insert your custom link\]](#) to pay with your CareCredit credit card.

Don't have CareCredit? [Apply here](#) or [learn more \[insert your custom link\]](#) today.

*Subject to credit approval. Minimum monthly payments required. Promotional financing options are available on purchases of \$200 or more. Standard Account Terms apply to purchases of less than \$200. Promotional financing options available through Pay My Provider may differ from options available in-office. See www.carecredit.com for details.

Equine Web Copy

Option 1  [Download](#)

Flexible financing for your horse's care.

Whether you're facing an emergency colic surgery or scheduling a wellness visit, you should never have to worry about how to manage the cost of your horse's care. That's why we're pleased to accept the CareCredit health and wellness credit card that gives you a budget-friendly way to pay over time with flexible financing options.*

Upon approval, you can use your CareCredit card for all of the veterinary services, prescriptions and products your horse needs to stay happy and healthy, from lameness exams and diagnostics to vaccinations and deworming.

Add your Custom Link to Emails

Your custom CareCredit link can also be embedded into email communications to drive patients or clients to apply for CareCredit in a way that is attributed directly to your practice.

Where this works best

Add your custom CareCredit link to:

- Patient newsletters
- Treatment estimate or payment emails
- Appointment follow-ups
- Financing or payment option communications

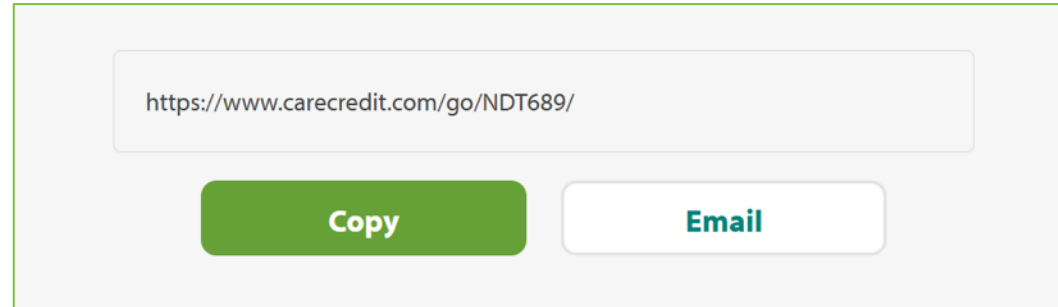
How to add

1. Access your practice's custom CareCredit link
2. Copy the link provided
3. Add the link to email buttons, text links, or images
4. Label clearly (ex: "Apply for CareCredit" or "Explore Financing Options")

Resources

To access your custom link, [go here](#).

To learn more about how your custom link works, [go here](#).



EMAIL TEMPLATES

Example CareCredit Newsletter Emails for Patients

This pre-approved newsletter messaging can be easily embedded into your practice newsletters and highlight available financing options to your patients or clients.

Where this works best

Include CareCredit messaging in:


- Patient newsletters
- Practice updates or announcements
- Educational emails about treatments or services
- Seasonal communications promoting elective procedures

How to add

1. Open the approved patient newsletter messaging template
2. Customize the copy with your practice name and CareCredit application link
3. Copy the content into your email platform or newsletter tool
4. Send as part of your regular patient communications

Resources

Access newsletter messaging [here](#).



[ABC Health] + CareCredit

Patient Newsletter Messaging

Include this messaging in your patient newsletter to make patients aware that you now accept the CareCredit credit card.

Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to update all variable text in pink below prior to distribution.

[Header]
[ABCHealth] Now Accepts CareCredit

[Body]
CareCredit is a healthcare credit card you can use for copays, deductibles and out-of-pocket medical expenses not covered by insurance. With CareCredit, you can choose a promotional financing option* and pay over time to help you fit care into your budget.

[CTA Button]
Learn More
[Linking to: [carecredit.com/ABCHealth](#)]

[Disclosure, must be at least 8pt]
*Subject to credit approval.

Example CareCredit Launch Announcement Emails for Staff

Launch announcement emails are a great way to introduce CareCredit financing to your staff and ensure employees are aware, educated, and ready to discuss financing with patients or clients.

Where this works best

Share these messages with:


- Front desk teams
- Billing and payment teams
- Patient support teams
- Practice-wide staff communications

How to add

1. Select the launch announcement email template
2. Customize the message with your practice name and launch details
3. Add any internal resources or training links if applicable
4. Send through your internal email or staff communication platform

Resources

Access staff announcement email templates [here](#).



[ABC Health] + CareCredit

Employee Newsletter 30 Day Launch Messaging

Include this messaging in your employee newsletter communications 30 days prior to launch so employees know this new payment solution is available. This way, they're prepared to start telling patients about the CareCredit credit card and accepting it for existing cardholders.


Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to update all variable text in pink below prior to distribution.

[Headline]
Only 30 days until the CareCredit credit card launches at **[ABC Health]!**

[Body]
With CareCredit, we will soon offer our patients a new convenient way to pay over time for out-of-pocket costs. A dedicated healthcare credit card, CareCredit lets patients choose a promotional financing option on purchases of \$200 or more*, providing additional flexibility and an improved patient payment experience. Make sure you are ready to accept CareCredit by **[launch date]**.

[CTA]
Payment conversation tools
Learn how to discuss flexible payment options with patients and help answer their questions about financing. Get started with these tips and insights.
<Watch Now> [\[Link to on-demand training webinar\]](#)

[Disclaimer; must be at least 8pt]
*Subject to credit approval. See carecredit.com for details.



[ABC Health] + CareCredit

Email General Launch Announcement Messaging

Include this launch messaging in your email communications so employees know this new payment solution is available. This way, they're prepared to start telling patients about the CareCredit credit card and accepting it for existing cardholders.

Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to update all variable text in pink below prior to distribution.

[Headline]
Starting **[Date]** the CareCredit credit card will be accepted at **[ABC Health]** locations.

[Body]
[ABC Health] has partnered with CareCredit to bring our patients a new way to pay for healthcare costs, including deductibles, copays and out-of-pocket expenses. With CareCredit, patients can pay over time with convenient monthly payments with promotional financing on purchases of \$200 or more.*

As **[Launch Date]** approaches, watch for training and resources to help ensure a successful launch in our locations. Together, we can help our patients have access to a budget-friendly financing solution that can help them get the care they need.

[Signature]

[Disclaimer; must be at least 8pt]
*Subject to credit approval. Minimum monthly payments required. See carecredit.com for details.

Example Staff Education and Support Emails

Other educational email templates can be leveraged to help staff understand how CareCredit works, how to support patients or clients using financing, and other key topics such as applications, payments, and available resources.

Where this works best

Share these messages with:

- Front desk teams
- Billing and payment teams
- Patient support teams
- Staff onboarding or training communications

How to add

1. Select the staff education email template that fits your topic
2. Customize the message with your practice details if needed
3. Share with staff through internal email or communication platforms
4. Use these emails to support staff training and ongoing education

Resources

Access newsletter messaging [here](#).



[Welcome to CareCredit Email Copy](#)



[Ways for Patients to Apply Email Copy](#)



[Order CareCredit Resources Email Copy](#)



[CareCredit Support Email Copy](#)



[Patient Payment Email Copy](#)

Example Add CareCredit Messaging to Patient Billing Emails

Adding CareCredit messaging to billing emails reminds patients or clients that there are payment options for covering their bill and any out-of-pocket healthcare costs.

Where this works best

Consider including CareCredit messaging in:

- Patient billing emails
- Digital billing statements
- Payment reminder emails
- Patient portals or online billing notifications
- Post-visit billing communications

How to add

1. Download the CareCredit billing messaging template
2. Review the available messaging options in the document
3. Choose one of the three short-form options or the long-form option, depending on the length of your billing communication
4. Insert your custom CareCredit application link where indicated
5. Add the selected messaging to your billing email template or patient payment communications

Resources

View example messaging [here](#).



[ABC Health] + CareCredit

Patient Billing Statement Messaging

Include a mention of CareCredit on paper and digital statements to let patients know they can use the CareCredit credit card to pay for out-of-pocket health care expenses.

Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to copy and paste all the below content into your billing statement comment section and update all variable text in pink below prior to distribution.

Short Form – Option 1

[Body]

Pay for today's bill over time* with the CareCredit credit card. Learn more at carecredit.com/ABCHealth

[Disclaimer (must be at least 8pt)]

*Subject to credit approval. Minimum monthly payments required. See carecredit.com for details.

Short Form – Option 2

[Body]

Now accepting the CareCredit credit card! Learn more or pay now at carecredit.com/ABCHealth

Short Form – Option 3

[Body]

Apply for the CareCredit credit card or pay now at carecredit.com/ABCHealth

POINT OF SALE

Introduce CareCredit during patient visits so patients or clients understand their payment options when they need care.

Introducing CareCredit in your Office

Patients often decide how to pay for care while they are in your office. In this section, you'll learn how to introduce CareCredit through simple in-office materials that help patients or clients understand their financing options.

Key CareCredit Point of Sale Tools

1. QR signage
2. Staff reference handouts
3. Waiting room video or screen display
4. Printable patient billing statement
5. Custom link



(1)

Accepted at over 266,000 health and wellness providers and select retail locations nationwide.

Example: Custom QR Sign

Printable QR Signage for Patients to Scan and Apply

QR signage makes it easy for patients or clients to quickly explore CareCredit financing from their phone. By scanning the code, patients or clients can see if they prequalify, apply, or learn more about payment options tied to your practice.

Where this works best

Place QR signage in areas where patients/clients are already thinking about payment or waiting for care, such as:

- Front desk or check-in areas
- Waiting rooms or patient seating areas
- Checkout or payment counters
- Treatment rooms or consultation areas
- Printed patient bills

How to add

1. Access your custom CareCredit QR code using the link provided
2. Choose a printable signage option that works best for your office space
3. Download and print the signage at your preferred size
4. Place the QR sign where patients/clients can easily scan it with their phone

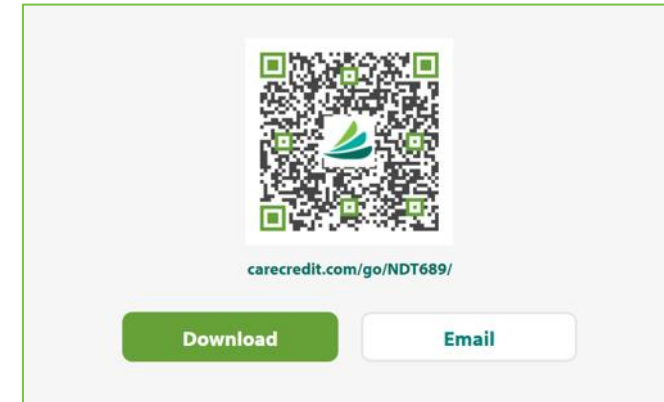
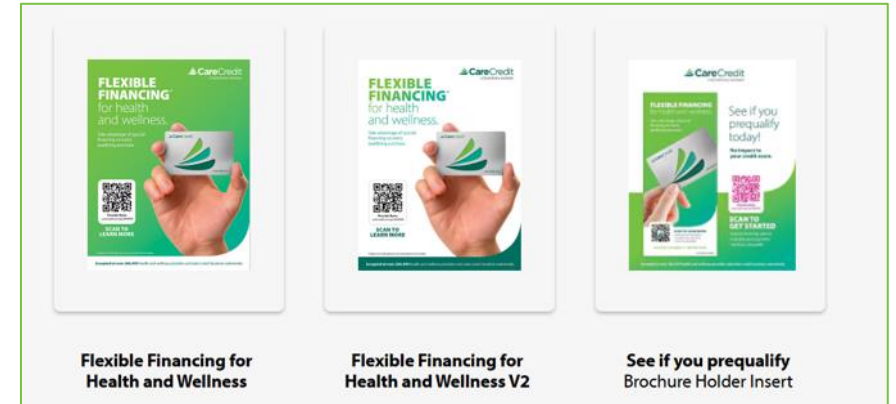
Resources

Access your custom QR code [here](#)

Learn more about how your custom QR code works [here](#)

View print on demand frequently asked questions [here](#)

See instructions on how to order custom QR marketing materials [here](#)



Printable Handouts for Staff to Reference with Patients

These printable handouts support staff during payment conversations by clearly explaining CareCredit and showing patients or clients how to apply, learn more, or access financing options.

Where this works best

Use staff handouts in moments when patients/clients are discussing treatment costs or payment options, such as:

- Front desk conversations
- Checkout or payment discussions
- Treatment consultations
- Insurance or billing questions

How to add

1. Download the CareCredit handout that best fits your office workflow
2. Add your custom CareCredit application link and custom text number where indicated
3. Print and keep copies available for staff reference or patient conversations
4. Consider laminating a copy for quick reference at the front desk or checkout area

Resources

Access [handout \(1\)](#), [handout \(2\)](#), and [handout \(3\)](#)



(1)



(2)



(3)

Play a CareCredit Video in Your Waiting Room

Waiting room screens offer a simple way to introduce CareCredit before treatment or payment discussions, helping patients or clients learn about financing options while they wait.

Where this works best

Use CareCredit videos in spaces where patients/clients spend time before or during their visit, such as:

- Waiting rooms
- Patient seating areas
- Reception area TVs
- Treatment room screens

How to add

1. Choose one of the available CareCredit videos
2. Copy the YouTube link provided
3. Play the video on TVs or screens in your waiting room or reception area
4. If you prefer a static display, download the waiting room image instead

Resources

Three YouTube videos to choose from:

1. [Giving Patients Peace of Mind About Paying](#)
2. [Your Way to Pay for Health and Wellness](#)
3. [What is CareCredit](#)
4. Or, choose a static display image to download [here](#).



(2)



(4)

Add CareCredit Messaging to Printed Patient Bills

Adding CareCredit messaging to printed billing statements reminds patients or clients that there are payment options for covering their bill and any out-of-pocket healthcare costs.

Where this works best

Consider including CareCredit messaging on printed materials patients/clients receive related to payment, such as:


- Printed billing statements
- Checkout receipts or payment summaries
- Post-visit billing paperwork
- Patient financial responsibility forms

How to add

1. Download the CareCredit billing messaging template
2. Review the available messaging options in the document
3. Choose one of the three short-form options or the long-form option
4. Insert your custom CareCredit application link where indicated
5. Add the messaging to your printed billing statements or payment materials
6. Optional: Include a QR code so patients/clients can easily apply from their phone

Resources

View example messaging [here](#).



[ABC Health] + CareCredit

Patient Billing Statement Messaging

Include a mention of CareCredit on paper and digital statements to let patients know they can use the CareCredit credit card to pay for out-of-pocket health care expenses.

Reminder: CareCredit is highly regulated regarding how we communicate about our offering. The below content is approved by our legal and compliance teams. Should you desire to make any modifications, we will need to have our teams review and approve prior to use or distribution to ensure we remain compliant. Please ensure to copy and paste all the below content into your billing statement comment section and update all variable text in pink below prior to distribution.

Short Form – Option 1

[Body]
Pay for today's bill over time* with the CareCredit credit card. Learn more at [carecredit.com/ABCHealth](#)

[Disclaimer (must be at least 8pt)]
*Subject to credit approval. Minimum monthly payments required. See [carecredit.com](#) for details.

Short Form – Option 2

[Body]
Now accepting the CareCredit credit card! Learn more or pay now at [carecredit.com/ABCHealth](#)

Short Form – Option 3

[Body]
Apply for the CareCredit credit card or pay now at [carecredit.com/ABCHealth](#)

Use your Custom CareCredit Application Link in the Office

Your custom CareCredit link can also be used across in-office materials to drive patients or clients to apply for CareCredit in a way that is attributed directly to your practice.

Where this works best

Add your custom CareCredit link to in-office materials where patients/clients may review payment options, such as:

- QR code signage displayed in your office
- Printed patient billing statements
- Staff handouts used during payment discussions
- Waiting room screens or displayed materials

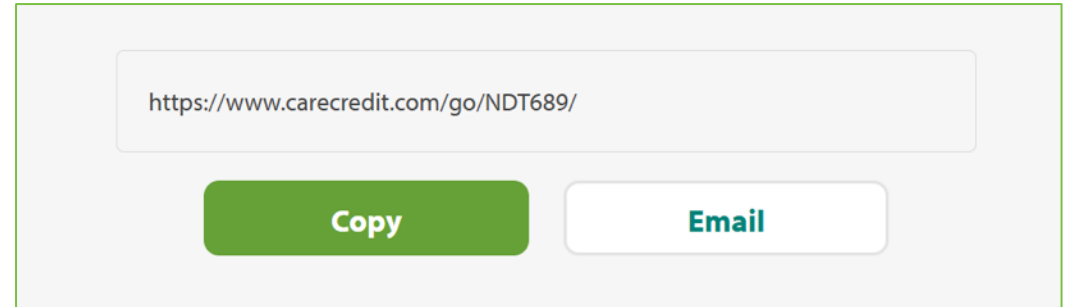
How to add

1. Access your practice's custom CareCredit link
2. Copy the link provided
3. Add the link to QR codes, printed materials, or displayed content
4. Clearly label the link (ex: "Apply for CareCredit" or "Explore Financing Options")

Resources

To access your custom link, [go here](#).

To learn more about how your custom link works, [go here](#).



SOCIAL

Use CareCredit marketing resources to introduce financing options across your social media channels.

Introducing CareCredit on Social Media

Social media is a powerful way to help patients or clients learn about financing options before, during, and after their care journey. In this section, you'll find ready-to-use resources that make it easy to introduce and promote CareCredit across your social channels.

Key CareCredit Social Media Tools

1. Downloadable images
2. Ready-to-use captions
3. Add your custom CareCredit link

Templates & Guides

1. Social media post template
2. Social media channel guide



(1)

The CareCredit credit card is coming soon! We're pleased to offer this convenient payment option to help you pay for your healthcare purchases over time with convenient monthly payments. Visit the link in our bio to learn more.

(2)

Example: Instagram Pre-launch post

Download Images for Social Media Posts

Ready-to-use visuals help you easily highlight CareCredit as a payment option and keep your social content consistent and professional.

Where this works best

Use these images when creating social posts that introduce or remind patients/clients about CareCredit, such as:

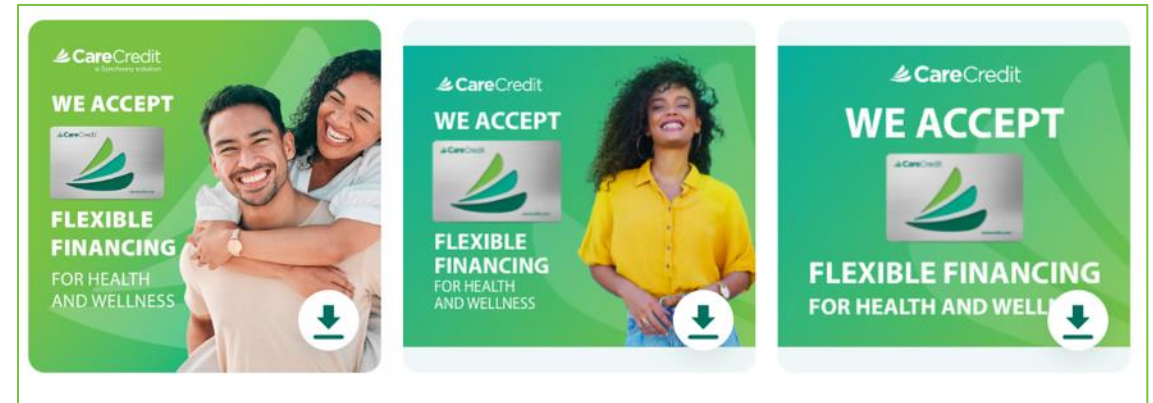
- Announcing that your practice accepts CareCredit
- Highlighting flexible financing options
- Sharing patient payment resources
- Promoting CareCredit during awareness campaigns

How to add

1. Download the image that best fits your message
2. Pair the image with a caption from the caption guide or create your own
3. Upload the image to your social media channel
4. Add hashtags or practice-specific details if desired

Resources

Access imagery [here](#).



Use Pre-written Social Media Captions

Ready-to-use captions make it simple to talk about CareCredit and highlight flexible financing in your social media posts.

Where this works best

Use these images when creating social posts that introduce or remind patients/clients about CareCredit, such as:

- Announcing that your practice accepts CareCredit
- Highlighting flexible financing options
- Sharing patient payment resources
- Promoting CareCredit during awareness campaigns

How to add

1. Select the caption that best fits your post
2. Insert your custom CareCredit application link where indicated
3. Pair the caption with a CareCredit image or graphic
4. Publish the post on your social media channel

Resources

Download captions [here](#).

We accept CareCredit flexible financing for health and wellness. See if you prequalify—with no impact to your credit score. If you're approved, pay over time and use again and again. [insert your **custom link**]



Did you know? You can use the CareCredit credit card to pay at the time of care, when you get a post-care bill, or up to 30 days before your appointment. [insert your **custom link**]



Use Your Custom CareCredit Link in Social Media

Your custom CareCredit link can also be included in the captions of social posts to drive patients or clients to apply for CareCredit in a way that is attributed directly to your practice.

Where this works best

Use these images when creating social posts that introduce or remind patients/clients about CareCredit, such as:

- Announcing that your practice accepts CareCredit
- Highlighting flexible financing options
- Sharing patient payment resources
- Promoting CareCredit during awareness campaigns

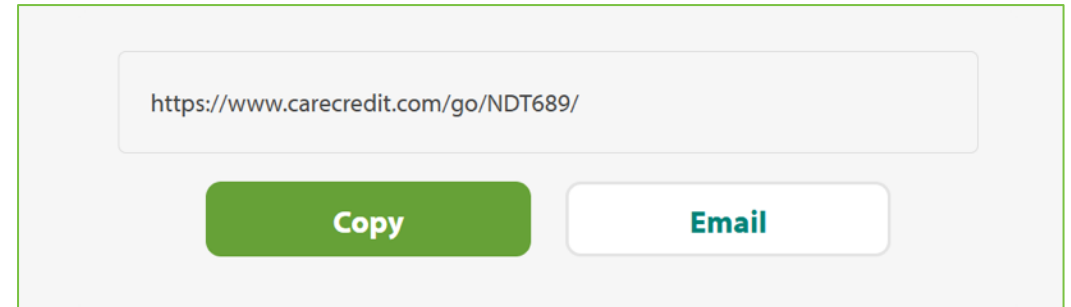
How to add

1. Access your practice's custom CareCredit link
2. Copy the link provided
3. Insert the link into your social media caption or post
4. Pair the post with a CareCredit image or graphic when publishing

Resources

To access your custom link, [go here](#).

To learn more about how your custom link works, [go here](#).



TEMPLATES & GUIDES

Create a Social Media Post with our Template

Build your own CareCredit social post using this simple template designed to help you highlight financing options for patients or clients.

Where this works best

Use these images when creating social posts that introduce or remind patients/clients about CareCredit, such as:

- Announcing that your practice accepts CareCredit
- Highlighting flexible financing options
- Sharing patient payment resources
- Promoting CareCredit during awareness campaigns

How to add

1. Select a CareCredit image or graphic
2. Copy the template text into your social media post
3. Insert your custom CareCredit link where indicated
4. Adjust the headline or description if needed for your audience
5. Publish the post on your social channel

Resources

View the social template [here](#).



General Social Media Template

Copy and paste the following text into your social assets.

Image	Add image
Headline	We accept CareCredit flexible financing for health and wellness
Description	See if you prequalify—with no impact to your credit score. If you're approved, pay over time and use again and again.
CTA	Learn more! [insert your custom link]

Image	Add image
Headline	We accept CareCredit flexible financing for health and wellness
Description	Did you know? You can use the CareCredit credit card to pay at the time of care, when you get a post-care bill, or up to 30 days before your appointment.
CTA	Learn more! [insert your custom link]

Choose the Social Media Content that Works for you

The Social Media Channel Guide provides ready-to-use posts organized by campaign phase and social platform.

Where this works best

Use the Social Media Channel Guide when planning or posting CareCredit content across your social channels. Posts are organized by:

- **Campaign phase:** Pre-launch, Launch, and Ongoing
- **Social platform:** Facebook, Instagram, LinkedIn, and X (Twitter)

This makes it easy to quickly find a post that fits your timing and channel.

How to add


1. Choose the campaign phase that matches your timing (Pre-launch, Launch, or Ongoing)
2. Navigate to the social platform you want to post on
3. Copy the provided image and caption
4. Reference the hashtag section to add one
5. Insert your custom CareCredit link where indicated
6. Publish the post on your social channel
7. Use the best practice section for posting and engaging on social media

Resources

View the social media channel guide [here](#).

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**It's easy:
Copy.
Paste.
Post.**



SMS

A guide to using CareCredit messaging in patient text communications.

Introducing CareCredit in SMS Messaging

SMS messaging is a quick and convenient way to share payment information with patients or clients. Adding CareCredit messaging to appointment reminders, follow-ups, or billing notifications can help patients or clients explore financing options at the moments they are thinking about care and payment.

Key CareCredit SMS Messaging Tools

1. Add your custom CareCredit link
2. Ready to use messaging
3. Best practices



(1) (2)

Example: SMS with ready to use messaging and custom link

Use Your Custom CareCredit Link to SMS

Adding your custom CareCredit link to patient or client text messages drives patients or clients to apply for CareCredit in a way that is attributed directly to your practice.

Where this works best

- Appointment reminders
- Treatment estimate follow-ups
- Payment reminders
- Post-visit billing messages

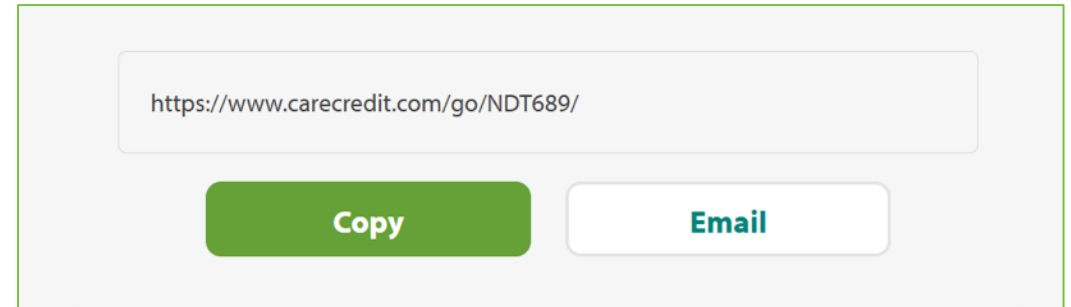
How to add

1. Access your practice's custom CareCredit link
2. Copy the link provided
3. Insert the link into your patient text message
4. Send the message through your practice's SMS platform

Resources

To access your custom link, [go here](#).

To learn more about how your custom link works, [go here](#).



Ready to Use SMS Messages

Using these sample text messages as a reference, you can consider the different ways to introduce CareCredit financing in patient communications.

Where this works best

Use these messages when texting patients/clients about:

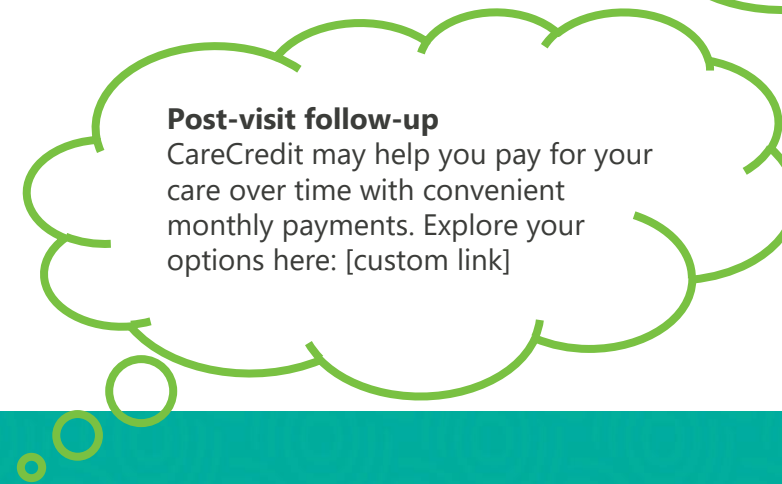
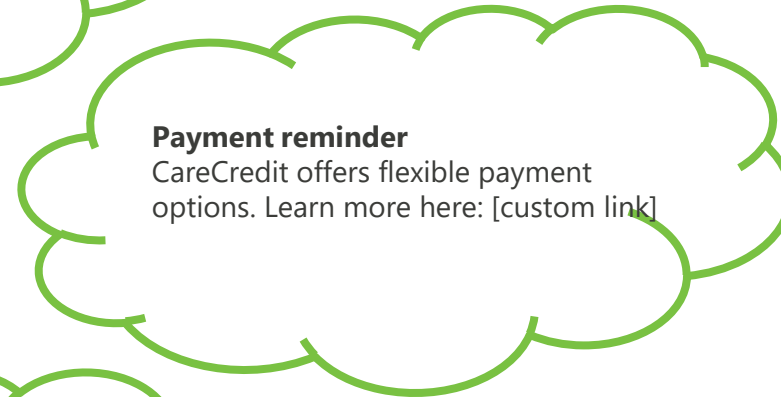
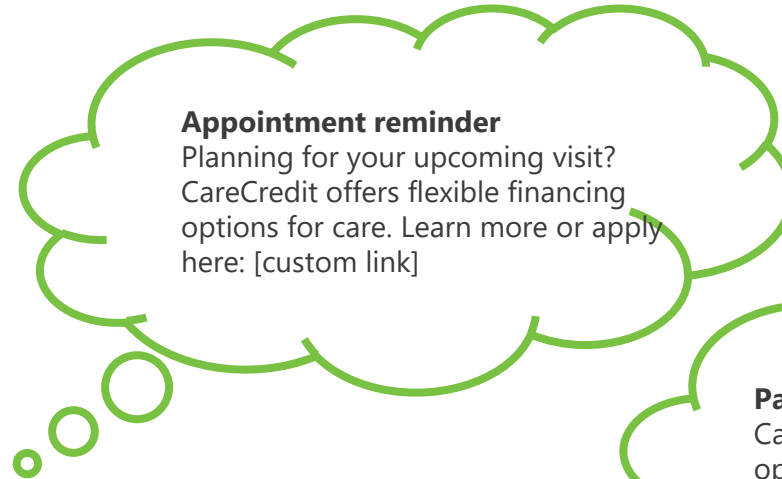
- Upcoming appointments
- Treatment planning conversations
- Payment reminders
- Post-visit billing communications

How to add

1. Select the message that best fits your patient communication
2. Insert your custom CareCredit application link where indicated
3. Send the message through your practice's SMS platform

Resources

Reference the example messages shown on the right for guidance.



SMS Messaging Best Practices

Following these best practices can help ensure your SMS messages are clear, helpful, and easy for patients or clients to act on.



Keep messages short

SMS should be concise and focused on one clear message.

Send at relevant moments

Messages are most effective when tied to appointment reminders, treatment follow-ups, or billing communications.

Include a clear action

Add your custom CareCredit application link so patients/clients can easily learn more or apply.

Use conversational language

SMS messages should feel natural and easy to read while remaining professional.

Confirm patient consent for SMS communication

Ensure your practice follows applicable patient communication and consent requirements when sending text messages.

WORD OF MOUTH

Help staff confidently introduce CareCredit during patient conversations.

Introducing CareCredit through Word of Mouth

Patients often decide how they will pay for care during conversations with practice staff. These everyday discussions create powerful word-of-mouth moments where CareCredit can be introduced as a financing option.

This section highlights resources that help your team confidently talk about CareCredit with both colleagues and patients or clients.

Key CareCredit Word of Mouth Moments

1. **Introducing CareCredit to Your Team:** Resources that help staff understand how CareCredit works so they can confidently explain it to patients or clients.
2. **Confident Conversations with Patients:** Training materials, videos, and guides that help staff naturally introduce CareCredit when discussing treatment costs and payment options

Introducing CareCredit to your Team

These resources help staff understand how CareCredit works, enabling confident conversations and clear answers to patient questions.

Where this works best

These resources are helpful when your practice is:

- First introducing CareCredit to your team
- Training staff on how CareCredit works
- Preparing staff to answer patient questions about financing
- Launching CareCredit as a new payment option in your practice

How to add

1. Watch the CareCredit Communication Overview video to understand how CareCredit works and how it can be introduced to patients/clients
2. Review the Applying is Easy Quick Reference Guide to quickly explain how patients/clients apply and use CareCredit
3. Share these resources with staff so they feel comfortable discussing CareCredit with patients/clients

Resources

Announce & Launch includes the [following resources](#):

- CareCredit Communication Overview Video
- Applying is Easy Quick Reference Guide

Announce & Launch



[CC HS Communication Overview Video](#)



[Applying is Easy Quick Reference Guide](#)

Confident Conversations with Patients

This resource coaches staff on how to have clear, natural conversations that introduce CareCredit and discuss treatment costs or payment options.

Where this works best

These resources are helpful for staff when speaking with patients/clients about:

- Treatment plans and cost discussions
- Payment options during consultations
- Helping patients/clients move forward with recommended care
- Addressing financial questions or concern

How to add

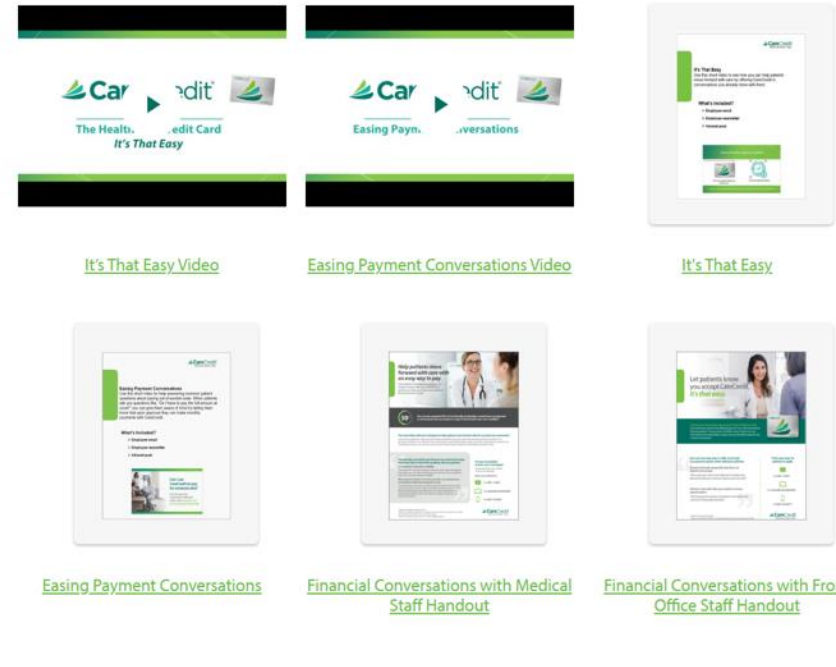
1. Watch the **It's That Easy** and **Easing Payment Conversations** videos for tips on introducing CareCredit in conversation
2. Review the **Financial Conversations handouts** for guidance tailored to both medical staff and front office staff
3. Use the suggested language and approaches when discussing payment options with patients/clients

Resources

Confident Conversations includes the [following resources](#):

- It's That Easy Video
- Easing Payment Conversations Video
- It's That Easy Guide
- Financial Conversations with Medical Staff Handout
- Financial Conversations with Front Office Staff Handout

Confident Conversations



SECTION 2: MONTH ONE MARKETING CALENDAR

A week-by-week guide showing how to introduce CareCredit across the patient experience.

How to Use Section 2

This section is a sample first month calendar showing how to introduce CareCredit across marketing channels – your website, email, SMS, social media and in-office – in a way that feel natural for your practice.

Each week builds on the last, but the plan is flexible. You can adjust the timing, channels, language, and order to fit your team and how you already communicate with patients or clients.

The Value of Communicating Payment Options

Healthcare decisions can feel stressful, especially when costs are unclear. Some patients or clients delay care simply because they are unsure what to expect financially.

When you clearly communicate CareCredit as a financing option, you help reduce that uncertainty. Patients or clients will feel more informed and confident moving forward.

Offering CareCredit is not just about financing – it's about giving your patients or clients more options. Clear expectations lead to smoother appointments and fewer surprises.

Your First Month At a Glance: Communicating CareCredit to Patients/Clients

Each week of the month has a focused communication goal and includes potential marketing channels that can be used to support

Week 1: Foundation

GOAL Make CareCredit easy to find and understand

CHANNELS  WEBSITE  IN OFFICE/POS

Week 2: Awareness

GOAL Introduce CareCredit to active or engaged patients or clients

CHANNELS  EMAIL  SOCIAL MEDIA

Week 3: Integration

GOAL Integrate CareCredit into recurring touchpoints

CHANNELS  SMS  PATIENT PORTAL  BILLING

Week 4: Reinforcement

GOAL Reinforce CareCredit as an option for large or unexpected expenses

CHANNELS  WEBSITE  SOCIAL MEDIA

Week 1: Make CareCredit Easy to Find and Understand

Include financing options in practice marketing materials to increase visibility and normalize conversations

Your Website



How? Add a “Payment Options” section to your website or update your Financial Policy page to include:

- A brief explanation of CareCredit
- A direct application link
- The CareCredit logo

Why? Many patients or clients look up costs on their own time before booking or confirming services. Making CareCredit easy to find upfront reduces uncertainty early and ensures they feel prepared and confident moving forward.

Resources Available:

- For sample website language and layout examples, see the [website section](#) of our Provider Marketing Resource Guide.

In-Office / Point of Sale



How? Leverage CareCredit informational tools at point of sale and around the office:

- A printed QR code for quick and easy patient or client application
- A small countertop sign or poster showing you accept CareCredit
- A laminated front desk guide for how to use the payment calculator

Why? These tools clearly and immediately inform your patients or clients that CareCredit can be an option for them and give them the clear next step when considering recommended services.

Resources Available:

- Download ready-to-use-signage and QR codes in the [point of sale section](#) of our Provider Marketing Resource Guide.

Week 2: Introduce CareCredit to Active or Engaged Patients

Leverage existing patient relationships to weave payment option messaging into existing everyday communications

Email

How? Instead of creating a new email, add a short CareCredit section to an existing email you're already sending. A brief mention may make sense in:

- Your monthly newsletter
- A seasonal promotion
- An appointment or service reminder

Example module: "Planning to see us? We offer CareCredit to help you pay over time. Learn more or apply online."

Why? Email is a familiar, trusted channel your practice already uses. A simple mention introduces CareCredit with minimal effort – setting expectations and helping patients feel informed before they even visit your office.

Resources Available:

- For sample email language and layout examples, see the [email section](#) of our Provider Marketing Resource Guide.

Social Media

How? Share an educational post about the available payment options at your practice. Keep the tone helpful and straightforward, as the goal is awareness, not promotion.

Example post: "Did you know we offer flexible payment options through CareCredit? Ask our team how it works."

Why? A simple, educational post reinforces payment options are available at your practice. This normalizes the topic, making future cost conversations feel more expected and less intimidating.

Resources Available:

- For sample social media language and layout examples, see the [social section](#) of our Provider Marketing Resource Guide.

Week 3: Integrate CareCredit into Recurring Touchpoints

Keep CareCredit visible in the moment that most payment decisions are being made

SMS



How? Add a short CareCredit mention to an existing SMS. A brief line may make sense in a send like appointment reminders.

Example module: "For your upcoming visit, we offer CareCredit payment options. Ask us how to apply."

Why? Reaching patients or clients in a timely way when logistics and cost concerns are most top-of-mind provides reassurance near a moment of action.

Resources Available:

- For sample SMS language and layout examples, see the [SMS section](#) of our Provider Marketing Resource Guide.

Patient Portal



How? Incorporate financing into your patient portal. Consider adding elements such as:

- A small banner highlighting CareCredit
- A payment tab that references CareCredit
- A short message such as: "Flexible payment options available through CareCredit."

Why? Placing CareCredit where patients or clients manage appointments and services helps reinforce availability at the right time.

Resources Available:

- For sample Portal language and layout examples, see the [Website section](#) of our Provider Marketing Resource Guide.

Billing



How? Include a QR code within your billing statements alongside brief, but clear text that nods to CareCredit being an available option for paying bills.

Why? Reminding patients or clients of their financing options, while also making it easy for them to act, helps foster a more positive experience for statement reviews or bill payments.

Resources Available:

- To learn more about adding your QR code to a billing statement view our [Custom QR Code Slide](#) in the Provider Marketing Resource Guide.

Week 4: Reinforce CareCredit as an Option for Large or Unexpected Expenses

Share specific instances where CareCredit would be helpful to support patients or clients considering significant or unexpected costs

Social Media

How? Share an example to illustrate common procedures or situations in which CareCredit can support a patient/client.

Example post: "CareCredit is often used for services such as [implants, LASIK, surgery, specialty procedures, or unexpected visits] — helping patients move forward without paying the full cost upfront."*

**The examples provided can be subbed out to be relevant to your practice and industry.*

Why? This helps patients or clients recognize when financing may be helpful, reducing pressure during high-stress decisions around larger or unexpected costs.

Resources Available:

- For sample social media language and layout examples, see the [social section](#) of our Provider Marketing Resource Guide.

Your Website

How? Add a short FAQ section to your website to answer common questions and showcase examples of when CareCredit financing may make sense. Consider also including:

- How does CareCredit work?
- Does applying affect my credit score?
- What services qualify?

Why? Providing straightforward information builds trust and enables patients or clients to have what they need to make more confident decisions.

Resources Available:

- For sample website language and layout examples, see the [website section](#) of our Provider Marketing Resource Guide.

Example Monthly CareCredit Communication Plan: Calendar View

Most actions take just 1–2 days to implement and continue working once in place. Adjust timing or channels to fit your office needs.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<p>DAY 0</p> <p>Week 1: Foundation</p> <p>Website Include CareCredit on your Payment Options or Financial Policy page(s)</p>	<p>DAY 1</p>	<p>DAY 2</p>	<p>DAY 3</p> <p>Front Desk Print and display CareCredit signage and QR codes in your office.</p>	<p>DAY 4</p>
<p>DAY 7</p> <p>Week 2: Awareness</p> <p>Email Add a short CareCredit module to an existing email (newsletter, promotion, or reminder).</p>	<p>DAY 8</p>	<p>DAY 9</p>	<p>DAY 10</p> <p>Social Media Post one educational social message introducing CareCredit as a payment option.</p>	<p>DAY 11</p>
<p>DAY 12</p> <p>Week 3: Integration</p> <p>SMS Add a brief CareCredit mention to your SMS template (if used).</p>	<p>DAY 13</p>	<p>DAY 14</p> <p>Patient Portal Add a CareCredit banner or payment tab in your patient portal.</p>	<p>DAY 15</p> <p>Billing Add a CareCredit application QR code to your billing statement templates.</p>	<p>DAY 16</p>
<p>DAY 19</p> <p>Week 4: Reinforcement</p> <p>Social Media Post a case-based social message highlighting when patients/clients commonly use CareCredit.</p>	<p>DAY 20</p>	<p>DAY 21</p>	<p>DAY 22</p> <p>Website Add a short CareCredit FAQ section to your website.</p>	<p>DAY 23</p>

APPENDIX

Supports marketing, brand usage, and compliance with additional CareCredit resources.

CareCredit Brand Guidelines

CareCredit brand guidelines provide detailed guidance on how CareCredit assets should appear across digital marketing materials. These resources help ensure logos, colors, typography, and messaging are used consistently when creating patient-facing communications.

What these guidelines include

The CareCredit style guide includes guidance for:

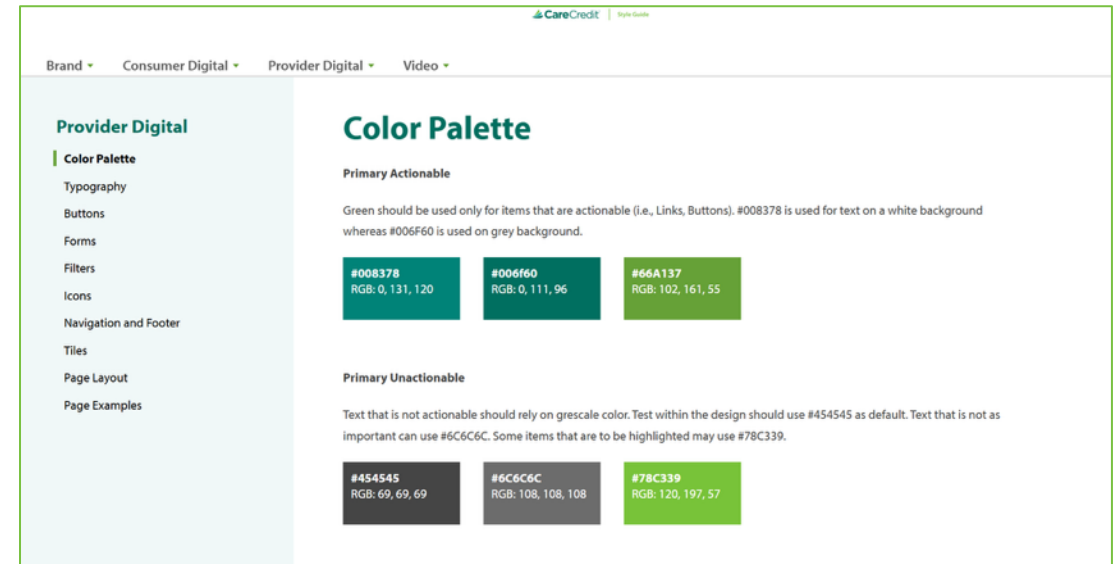
- Color palette and typography
- Buttons, forms, and filters
- Icons, navigation, and footer elements
- Tiles and page layouts
- Real page examples for reference

The guide also includes sections for provider digital experiences, consumer digital experiences, and overall CareCredit brand standards.

Resources

Explore the [CareCredit Brand Guidelines](#).

These resources include interactive examples and videos to help guide how CareCredit assets should appear across digital channels.



CareCredit Marketing Compliance

CareCredit marketing compliance resources help ensure that financing messages are communicated clearly and in accordance with applicable guidelines. These documents provide guidance on advertising language, promotional financing disclosures, and required messaging when promoting CareCredit.

What these guidelines include

The CareCredit compliance materials provide guidance on:

- Advertising guidelines for CareCredit marketing materials
- Required disclosures for promotional financing offers
- Best practices for compliant patient communications

Resources

Download the following compliance guides:

- [CareCredit Advertising Guidelines](#)
- [CareCredit Advertising & Disclosure Guidelines for Promotional Financing](#)

Refer to these resources when creating marketing materials or communicating CareCredit offers to patients or clients.

