

The Patient Journey to Vision Care



Engagement Quick Guide

On this step of the journey, learn to convert patient engagement into appointments.



Potential patients who call your practice are interested, but they may still be concerned about costs.

When they call to inquire about a consultation appointment, share the flexible payment options your practice offers. Letting them know you accept the CareCredit credit card as a budget-friendly way to pay over time can help them move past their concerns to scheduling a consultation.



64% of cardholders surveyed said they wouldn't have a procedure if they couldn't use their CareCredit credit card.¹



In this stage of the journey, patients begin to connect with your practice. Ensure your practice makes a strong first impression that motivates them to schedule – and attend – a consultation.

Focus on optimizing two key components:

- Patients' initial phone call
- Your practice's consultation confirmation email

These initial engagements set the tone for the patient's complete experience with your practice. By providing your staff with the right tools, you'll enable them to convert conversations into consultation appointments.



20% of consumers visit offices to discuss costs when they're researching treatments offline.²

Arm your team with tools to inquiries with finesse – and



Almost 86% of all patients schedule appointments via telephone.³

The consultation starts with a phone call.

The people answering your practice phone are a powerful resource. The way they handle callers could determine whether patients decide to schedule or keep searching.

Preparation makes the conversation.

Creating phone scripts helps your team deliver key information when potential patients call. Remind your team that the scripts aren't about memorization, but rather persuasion and customization. The scripts are a guide to help your team answer callers' frequently asked questions about:

- The doctor's credentials
- The number of times the doctor has completed refractive procedures
- Estimated cost of the procedures
- Whether insurance covers the procedures

Ease concerns about cost and payment.

When patients ask about procedure costs, your team can explain the special financing options you accept.* Then they can point callers to the interactive tools available on your website. This can help potential patients move forward with the consultation.

TIP: Tell callers they can find a Payment Calculator on your website so they can see how procedures fit their monthly budget.

Enter Financing Amount

What amount would you like to finance?

Enter an amount: Update Apply Now

1 Promotion Option
Deferred Interest* Payment Summary:

Payment Period:	Monthly Payments:	Total Cost:
6 Month	\$834	\$5,000
12 Month	\$417	\$5,000
18 Month	\$278	\$5,000
24 Month	\$209	\$5,000

handle consultation finish.

Patients lead busy lives, so share important and helpful information at multiple touchpoints.

After patients schedule a consultation, sending a confirmation email reminds them of their appointment. It also provides you with another chance to reinforce your expertise and services.

Beyond just the time and date of the consultation, consider adding other elements to your email:

- Your practice's location and special instructions for parking or navigating the building.
- A list of patient FAQs – with answers.
- Information about the special financing options you accept.*

Add a Custom Apply Link

Including a personalized link to financing in the email is a great way to help clients come prepared to pay.

 CareCredit
Financing Available*

Apply Now

Access free web tools, phone scripts, email templates and more to help drive successful patient engagement.

- **Log** in at carecredit.com/providercenterlogin
- **Click** on Resources & Settings
- **Choose** Promote & Advertise



26% of vision treatment consumers have declined a vision treatment due to concerns about cost.¹

The Patient Journey



EXPLORE



ENGAGE



CONSULT



LOYALTY

Look for the next Quick Guide
on how to help patients navigate
the **Consult** step.



¹ CareCredit Path to Purchase – Vision, 2018.

² CareCredit Path to Purchase, 2018.

³ HealthGrades: Assessing online scheduling as an emerging trend in scheduling physician appointments – A Stax analysis.

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