

Her path to quality eye care and eyewear is easy to see.

Thanks to you.



During a patient's journey to clear vision, there are many opportunities to influence their decision-making process and help motivate them to move forward with the vision care and eyewear they want and need. And every step of the way, CareCredit can help with insights, ideas and FREE resources.

The journey starts here:



EXPLORE



ENGAGE

Patients **Explore** Their Vision Care, Eyewear Options & Cost

Studies show patients research providers, treatment, products and payment options online, many prior to setting their appointment. And even though a visit to an optometrist or optician is often a planned purchase, cost can still be a barrier to patients getting the care they need and the products they want. You can help remove cost as a barrier and attract more patients by adding information about CareCredit to your website – especially if you'd like to attract any of the 11 million+ CareCredit cardholders who may be looking to use their available credit for their vision care.



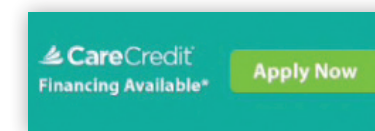
62% of patients research providers, treatments and products online and 67% explore payment options.¹

¹ CareCredit Path to Purchase Research Study, 2018

CareCredit can help with these **FREE** resources:

EXPLORE

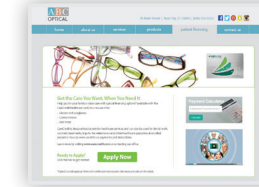
Custom Apply Link



Make it easy for patients to apply for CareCredit before their visit.

▶ www.carecredit.com/providercenter

Ad Toolkit



Integrate eye-catching banners and buttons, along with ready-to-use copy explaining the benefits of financing.

▶ www.carecredit.com/adtoolkit

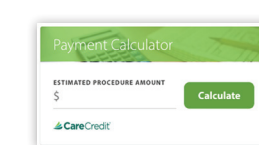
Provider Locator



Update your listing and make it easy for CareCredit cardholders to find your practice.

▶ www.carecredit.com/providercenter

Payment Calculator



Let patients calculate what their monthly payments could be with this interactive tool.

▶ www.carecredit.com/providercenter

Patients **Engage** With a Vision Care Professional

Raise patient awareness of promotional financing options when they call to set an appointment, as they enter your practice and while they wait for their exam. Understanding payment solutions early on can help open a patient's mind to treatment recommendations and the quality eyewear available in your practice. Ultimately, after they understand their eye care and eyewear needs, it can help them move forward immediately.



Patients who learned about CareCredit in an optometric practice and opened an account had an average out-of-pocket payment of **\$571**, which is significantly higher than the industry average.²

² Average first ticket sale of new CareCredit account in optometric practice, 2018.

CareCredit can help with these **FREE** resources:

ENGAGE

Glass Clings



Place these repositionable vinyl clings on doors, windows, display cases and mirrors.

▶ www.carecredit.com/providercenter

Signage



Display signage at reception and throughout your dispensary.

▶ www.carecredit.com/providercenter

Brochure



Provide this guide to patients when they check in so they better understand how CareCredit can benefit them and their family.

▶ www.carecredit.com/providercenter

Custom Financial Policy



Increase treatment acceptance and capture rate by clearly communicating payment options and insurance preferences in your financial policy. Use CareCredit's easy-to-use form to help you create your own custom policy.

▶ www.carecredit.com/providercenter

The journey continues ▶

Increase their immediate purchasing power and make the path to healthy vision clear.



After their examination, don't let patients leave your practice empty-handed. Increase their immediate purchasing power so they can take home the products they want *and* give them a financial resource that may make it easier for them to return for ongoing care.

The journey continues:



SHOP



ADVOCATE

Patients **Shop** for the Eyewear They Want

Once patients complete their exam and move into the dispensary, it is important that patients don't leave empty-handed. Increasing patients' immediate purchasing power may help keep prescriptions in-house. Capturing just one additional patient a day at the CareCredit average out-of-pocket ticket of \$571 would generate more than \$12,000 in additional revenue a month.³ Don't miss out on fully utilizing the power of promotional financing at this stage.



Product sales account for **58%** of a practice's gross revenue, but the average capture rate is only **52%**.⁴

³ For illustrative purposes only. Actual incremental revenue will vary.
⁴ Management & Business Academy™ (MBA) for ECPs, ADA Research & Information Center.

Dispensing Mat



Place on your dispensing table to increase patient awareness.

► www.carecredit.com/providercenter

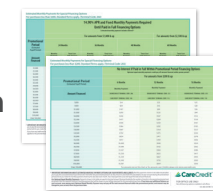
Eyewear Options Worksheet



Educate patients on how insurance contributions and out-of-pocket investments apply to recommended products.

► www.carecredit.com/providercenter

Monthly Payment Presentation Chart



Use charts to illustrate the estimated monthly payment for each plan and help patients select the option that works best for them.

► www.carecredit.com/providercenter

CareCredit Direct



Let patients apply privately and transact with this self-directed educational digital tool.

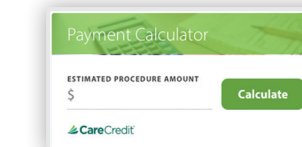
► www.carecredit.com/providercenter



SHOP

CareCredit can help with these **FREE** resources:

Payment Calculator



Don't wait for patients to hesitate on cost. Show patients what their monthly payments would be if they chose to use CareCredit.

► www.carecredit.com/providercenter

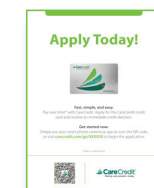
Team Training Scripts



Give your team the right words to say during financial conversations.

► www.carecredit.com/providercenter

Mobile Apply/Transact



Patient can also apply and pay privately on their Smartphone at CareCredit.com or by using a QR code.

► www.carecredit.com/providercenter



Patients **Advocate** for Your Practice

Patient satisfaction and loyalty is vital to every practice. When patients leave happy, they may be more likely to return, write positive online reviews and refer friends and family. CareCredit can help you continue to engage with active patients and aid in recall.



92% of patients surveyed who used CareCredit to make an eyewear purchase said they are likely to purchase from that practitioner again.⁵

⁵ CareCredit Cardholder Engagement Study conducted by Chadwick Martin Bailey, 2018.



ADVOCATE

CareCredit can help with these **FREE** resources:

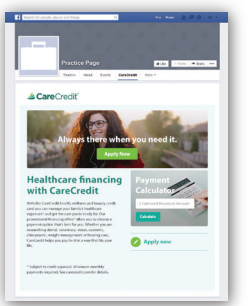
Social Media Content



FACEBOOK POSTS AND TWEETS

Stay relevant and top-of-mind with your patients using ready-made texts and posts that can be shared via Twitter, Facebook or other social media platforms.

► www.carecredit.com/adtoolkit

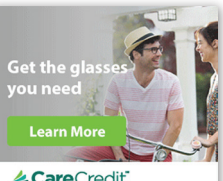
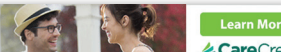


FACEBOOK CUSTOM APP

Ad Toolkit



Get the glasses you need



Intergrate CareCredit banners, buttons and copy into your digital communications including e-newsletters and appointment reminders, which can help encourage patients to return for future care.

► www.carecredit.com/providercenter

CareCredit
 Making care possible...today.