

Practice Success Story: Face N Body

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a Synchrony solution



Dr. Edward Park
Owner, Face N Body,
Board-certified Plastic Surgeon
with the ASPS and ABPS



Yvette Robinson
Director of Operations,
Face N Body



Jean Moody
VP, Specialty and Wellness
Solutions at CareCredit

Growth doesn't happen on its own. At Face N Body, it was the result of a series of **intentional changes** that transformed how patients moved forward with care and how the practice approached financing.

Like many practices, Face N Body was seeing strong patient interest, but hesitation at the point of decision.

"We noticed that a lot of patients had the desire to move forward, but the financial barrier was stopping them. If they didn't have the means, their dream was essentially shattered, and we were stunted as a practice too." – DR. PARK

Instead of making sweeping changes, Dr. Park and his Office Administrator Yvette Robinson guided by CareCredit's Practice Development Manager Jean Moody focused on identifying where opportunities were being missed within the patient journey. One of the biggest gaps was how and when financing was introduced. Conversations often ended with patients being told to "call when you're ready," rather than guiding them toward a clear next step.

The shift was simple but powerful, make financing a consistent and intentional part of every patient conversation.

By integrating the CareCredit credit card more directly into the experience, the practice created a clearer path forward. Patients were no longer left to figure out how to pay on their own. Instead, they were presented with flexible options in the moment, helping them to commit to care.

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As financing became more embedded in the process, both patient behavior and practice performance began to change.

Expanding financing options played a key role. While standard shorter-term plans remained common, introducing longer-term options for higher-cost procedures made a significant difference.

“Once we’re in that \$20,000+ range, having those extended options has made it possible for patients to move forward when they otherwise wouldn’t have.”

– YVETTE ROBINSON

Over time, the impact extended beyond initial case acceptance. Patients began returning for additional treatments, using financing as an ongoing tool rather than a one-time solution. This created new opportunities for long-term retention and help enable a lifetime of care.

What initially felt like a cost concern, particularly around merchant fees, shifted as results became clear. The perspective evolved from focusing on the cost of financing to the cost of lost opportunities. When patients don’t move forward, the outcome is zero. Enabling them to proceed, even at a small percentage cost, drives meaningful growth.

Beyond the financial impact, the practice also benefited from ongoing collaboration and guidance. Continued support and new ideas helped refine their approach over time, strengthening both team confidence and patient communication.

“Over time, the growth was very clear. That didn’t happen by accident, it was the result of making these changes and consistently improving.” – JEAN MOODY

What started as a shift in how financing was presented became a fundamental part of how the practice operates and grows today.

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