



# TOP 5 Best Practices for Talking About CareCredit

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How to make financing a seamless  
experience for your patients

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# Make CareCredit a part of your plan to help convert more patients and grow your practice.

Your patients want to be able to make health and wellness choices on their own terms. By driving awareness around CareCredit, you can remind them that you offer the flexible, friendly financing options that can help them fit care into their budget—while making it easier to choose you and return again and again.

## Now's the time to get started!

Use this guide to help spread the word about CareCredit and communicate its benefits.

We have the tools, tips, training and resources you need to help:



**Make cost  
conversations  
easier**



**Patients learn  
about and apply  
for financing**



**Reach  
more patients**



**Foster  
more loyalty**

# What's inside

## MARKETING TOOLS

- 1 Add CareCredit to your website
- 2 Mention the CareCredit credit card during consultations
- 3 Use point-of-sale materials

## PROVIDER TOOLS

- 4 Lead confident cost conversations with provider tools
- 5 Share testimonials and success stories



If you need help with your login credentials, call 1-855-696-1318.



To access some of the tools and resources in this guide, make sure you're logged in to Provider Center.



# Add CareCredit to your website

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# Add CareCredit to your website

## Did you know?

**62%**

of surveyed patients research cost/fees when researching a procedure, and 36% of consumers said they research financing options.\*

By featuring a dedicated financing page on your website, you can make it easy for patients to know you offer flexible options to finance their treatment or care. Plus, the page could help them learn about CareCredit, see if they prequalify and apply all on their own.

\*CareCredit Path to Care Findings, 2022. CareCredit is a Synchrony solution.

## We have what you need:



**Logos and  
buttons**



**Videos**



**Prewritten  
copy**



**Digital  
banners**

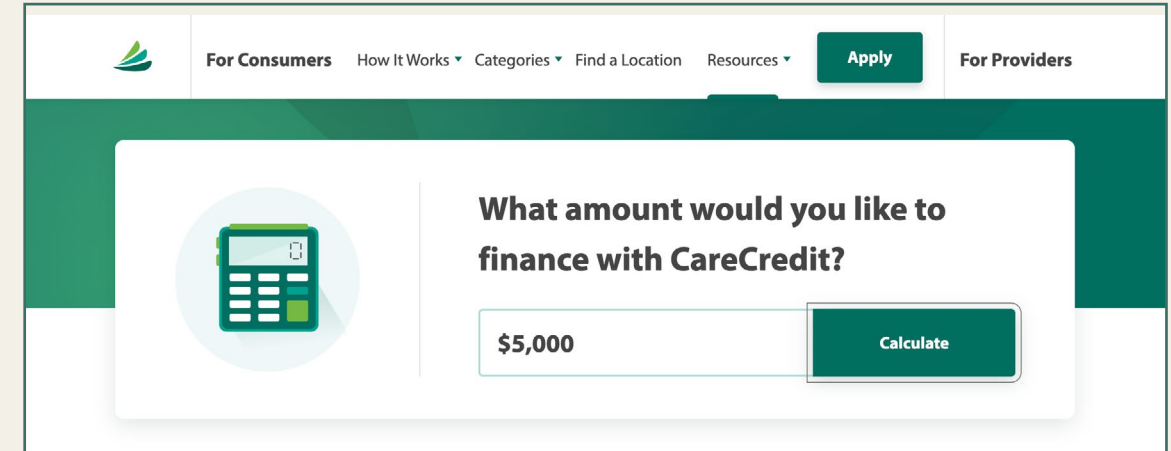
# Tips for your financing page

## Use pre-approved copy.

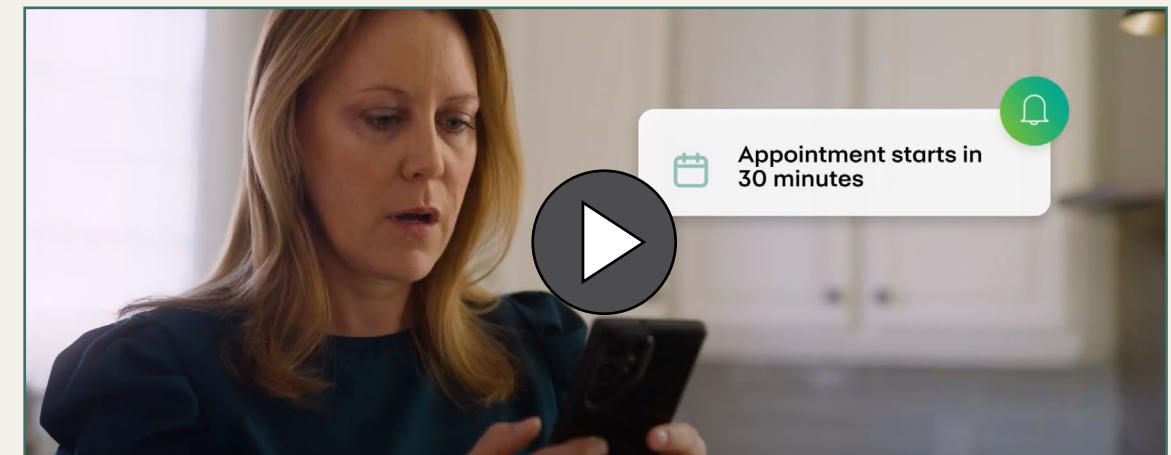
Simply copy and paste prewritten copy from Provider Center to clearly explain how the CareCredit credit card works and its benefits, including prequalification with no impact to their credit score.

## Include educational videos.

Adding videos that educate patients on CareCredit and how it works allows them to visually understand its value and benefits.

A screenshot of the CareCredit website's financing page. The header includes the CareCredit logo, navigation links for 'For Consumers' and 'For Providers', and a green 'Apply' button. The main content area features a calculator titled 'What amount would you like to finance with CareCredit?'. It has a text input field containing '\$5,000' and a green 'Calculate' button. To the left of the calculator is a circular icon containing a green calculator.

**Download pre-approved copy.**



**Video: Giving Patients  
Peace of Mind About Paying**

# Example landing page

Home

About

Breast

Face

Body

Medspa

Gallery

Resources

Book Appointment

HOME · RESOURCES · FINANCING · CARE CREDIT

CareCredit

Invest In Feeling Your Best



 CareCredit

Love The Way You Look, Now

To ensure that every patient has the opportunity to meet their aesthetic goals, we've partnered with CareCredit credit card so you can Love the Way You Look NOW, and pay it back over time.\*

You can use CareCredit financing to help you pay for a portion of your treatment or an entire procedure depending on your individual needs. [See if you prequalify](#) online before you arrive or during your consultation in just minutes!

\*Subject to credit approval.

# Mention the CareCredit credit card during consultations

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# Mention financing during consultations and treatment plan discussions.

By incorporating the CareCredit credit card early in the care journey, you can help patients make informed decisions and feel confident moving forward with care to look and feel their best.

From appointment reminder emails to in-office displays and treatment plans, there are multiple touchpoints when you can share about flexible ways to pay.



## Offer a QR code

Feature a QR code with a custom link so your patients can easily scan from their own device to learn about CareCredit, see if they prequalify, apply and—if approved—pay.



## Provide a custom link

Sharing a custom link is another simple way to help your patients learn about and access financing with CareCredit. Include the link on your website, social media and signage.

Plus, the link is tied to your Merchant ID, making it easy to track applications, approvals and available credit.



## Copy and paste

Use pre-approved messaging like the sample here:

*Sample:*

[ABC Location] now accepts CareCredit, the health and beauty credit card, as a flexible, convenient way for you to pay over time for treatments and procedures. See if you prequalify without impacting your credit score, or apply online today.

# Consultation/treatment plan documents

Include our ready-to-use messaging on documentation as a friendly reminder and to help make cost conversations easier.

## Pay My Provider

### Sample Statement Copy

With Pay My Provider, patients and clients have a secure way to pay their post-care balances online, with promotional financing options available.\* And, you get paid in 2 business days. Use this sample statement copy to add to your patient's or client's billing statements. Just copy and paste the option that works best for you.

John Smith, D.D.S.

123 Main St  
Anytown, CA 90000

Phone: (555) 123-4567  
Fax: (555) 987-6543

Dr. John Smith  
Dental Services

Statement Period: 01/01/2023 - 03/31/2023

| Description          | Amount    | Balance  |
|----------------------|-----------|----------|
| Initial Exam         | \$100.00  | \$100.00 |
| Teeth Cleaning       | \$150.00  | \$250.00 |
| Root Canal Treatment | \$500.00  | \$750.00 |
| Insurance Payment    | -\$200.00 | \$550.00 |
| Unpaid Balance       | \$550.00  | \$550.00 |

Need an easy way to pay your bill in monthly payments? We offer CareCredit's Pay My Provider. Pay online now at [carecredit.com/pay](#)

Billing questions, call (855) 111-2222

### Option 1

Need an easy way to pay your bill in monthly payments? We offer CareCredit's Pay My Provider. Pay online now at [carecredit.com/pay](#)

### Option 2

Our practice offers a new way for you to pay your balance with CareCredit's Pay My Provider. Promotional financing options available.\* For details and pay now at [carecredit.com/pay](#)

### Option 3

Pay My Provider is a new way to pay your balance with the CareCredit credit card. Promotional financing options available.\* Pay online today: [carecredit.com/pay](#)

### Option 4

With CareCredit's Pay My Provider, you can securely pay your balance online with the CareCredit credit card. Don't have CareCredit? Visit [carecredit.com/pay](#) to sign up today and pay.



\* 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. Ask your provider for details.



**Tip:** Order your custom QR code stickers and links through [Provider Center](#).

Mention the CareCredit credit card during consultations



# Emails

Include messages in patient emails to let them know CareCredit is available to help make payment easier. You can find pre-approved copy and banners in Provider Center and on our cosmetic resources page. For more approved resources, contact your practice development manager.



**An easy way to fit your care into your budget.**

If you'd like to pay over time for your care, we accept the CareCredit healthcare credit card with budget-friendly financing options. With CareCredit, you have a way to pay\* for balances due on everything from exams to diagnostics and prescriptions.

It's easy to learn more about CareCredit or apply at [carecredit.com/go/XXXXXX](https://carecredit.com/go/XXXXXX).

\*Subject to credit approval.



**Subject Line:** You can pay over time with CareCredit!

**Preheader Text:**

1. Use CareCredit to help get the care you want or need without delay.
2. Use the CareCredit credit card at ABC Location!
3. It's the health and wellness credit card accepted at ABC Location.



**ABC Location  
accepts the CareCredit  
credit card!**

**CareCredit helps you manage costs\* so you can prioritize your health and wellness goals.**

With the CareCredit credit card, you can get the care you want and need without delay while paying over time. Gain the financing flexibility that helps put you in control.



**See if you prequalify with no impact to your credit score!**

It's fast and easy.  
Visit [ABCLocation.com/Apply](https://ABCLocation.com/Apply) and follow the steps to get started. You'll receive a credit decision in seconds. And if approved, you can use your account immediately.



**Already a CareCredit cardholder?**

Let your provider know you'd like to pay your balance with your CareCredit credit card. You can also pay an outstanding balance online at [ABCLocation.com/Balance](https://ABCLocation.com/Balance).

\*Subject to credit approval.  
NOTE: Before sending this email, include Consumer Facing Marketing Email Disclosures and abide by CAN-SPAM laws.

Mention the CareCredit credit card during consultations



Use point-of-sale  
materials to easily  
create awareness

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# Marketing made easy: Point-of-sale (POS) materials

Displaying **signs, brochures and other marketing materials** throughout your location is a great way to share the benefits of the CareCredit credit card and remind individuals of their options. When you include your custom link and QR code, your patients can **learn more, see if they prequalify, apply and pay**—all from their own device.

Plus, this friendly solution helps you save time since you can review applications and payment status directly in Provider Center.



Order your free materials now at  
[carecredit.com/ordersupplies](https://carecredit.com/ordersupplies).

Then place the signage in prominent  
areas at your location:

- ✓ Waiting rooms
- ✓ The check-in desk
- ✓ High-traffic areas

# How to order POS materials

**You can choose from a variety of custom marketing materials:**

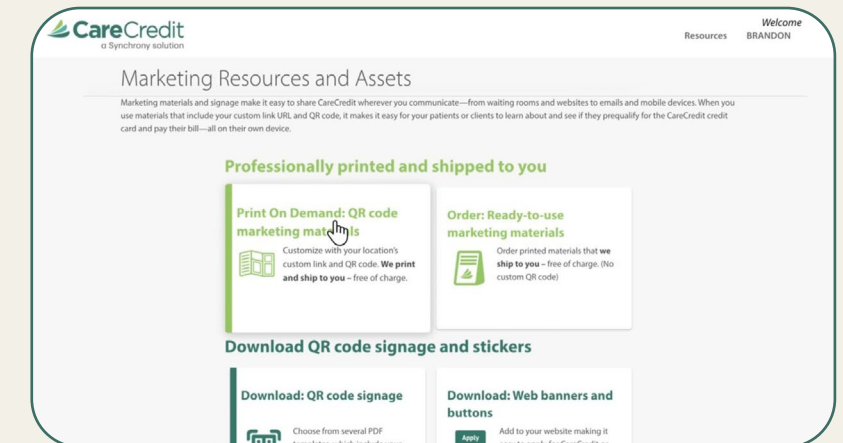
- ✓ Brochures
- ✓ Sticker sheets
- ✓ Signage
- ✓ Counter mat

**All available for free!**



## Watch now

We'll take you step-by-step through the process to get your custom materials ordered and shipped directly to you.



## To start your order:

1. Visit [carecredit.com/ordersupplies](https://carecredit.com/ordersupplies).
2. Click *Order QR code marketing materials*.
3. Select materials and send to print.

# Lead confident cost conversations with provider tools

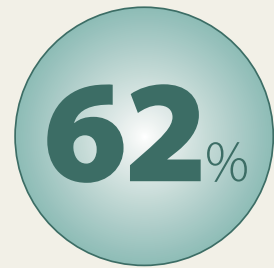
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# Lead confident cost conversations

## Did you know?



of patients surveyed said being offered a variety of payment options is important when selecting a provider.\*

The good news is you can help patients feel empowered from the start and move forward immediately with the care they want and need.\*\*

How you talk about financing can make the difference!



### Tips and scripts

Get examples and sound bites to help you and your team begin a helpful financial conversation.



### Payment calculator

Help patients estimate monthly costs and see how CareCredit can help fit care into their budget.

\*CareCredit Path to Care Findings, 2022. CareCredit is a Synchrony solution.

\*\*Subject to credit approval.

# Make the most of your training materials



## Digital Book

Comprehensive training resource that covers a wide range of topics from dispute management to accessing reports on cardholders' available credit, including helpful job aids along with orientation and operating guides.



## **Learning Resources for Providers New to CareCredit**

Detailed job aids, guides and videos that empower new providers to confidently manage their CareCredit program in their practice.

[California providers](#)

[All other providers](#)



## Instructional Videos

Video library educates providers on topics such as:

- Ways to apply
- Benefits of the CareCredit credit card
- Clear financial communication
- Understanding deferred interest



## **Live, virtual skills training**

If you're interested in live, virtual skills training, please reach out to your sales representative to learn more.

# Share testimonials and success stories

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# Share your CareCredit wins

As a CareCredit provider, you can help inspire others and demonstrate your commitment through examples of how the CareCredit credit card has helped you, your practice and patients.

We'd love to hear from you! And we're excited to do our part to help you continue to grow.

To send in your own testimonial, complete the submission form.  
[\*\*carecredit.com/providertestimonial\*\*](https://carecredit.com/providertestimonial)

**TIP**

You can also encourage patients to share their experiences with CareCredit, which could be featured on our website and inspire others to get the care they want or need. Let patients know they can submit their story at **[carecredit.com/reviews/](https://carecredit.com/reviews/)**.



THANK  
YOU

