

TOP 5

Best Practices for Talking About CareCredit

**How to make financing a seamless
experience for your clients or patients**



Make CareCredit a part of your plan to help move more care forward and grow your practice.

Your patients or clients want to be able to make healthcare 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



Learn about and apply for financing



Reach more patients and clients



Foster more loyalty

What's inside

MARKETING TOOLS

- 1** Add CareCredit to your website
- 2** Integrate financing into billing and appointment reminder emails
- 3** Use point-of-sale materials

PROVIDER TOOLS

- 4** Lead confident cost conversations with tips and training
- 5** Share testimonials and success stories



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



If you need help with your login credentials, call 1-800-859-9975.

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 or clients to know you offer flexible financing options to pay for 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

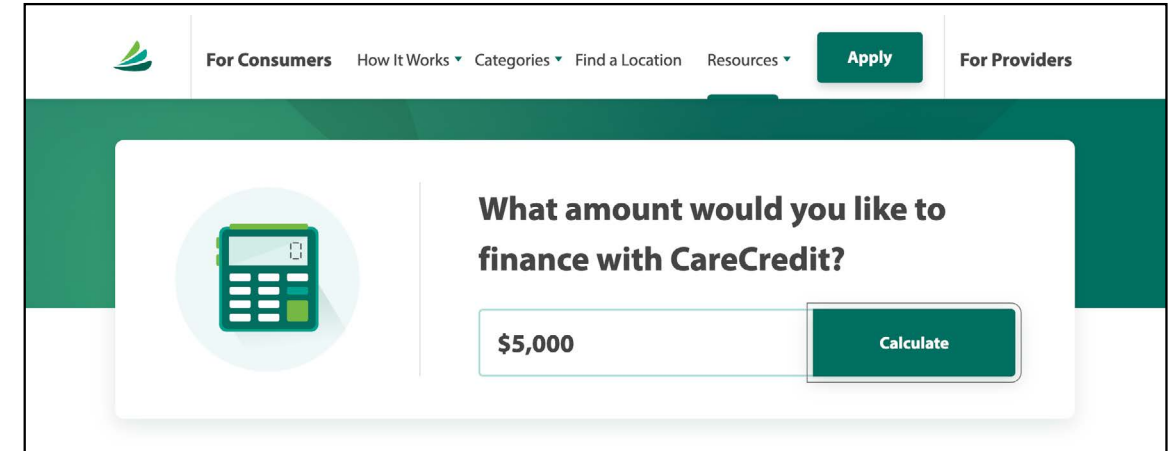
Tips for your financing page

Use pre-approved copy.

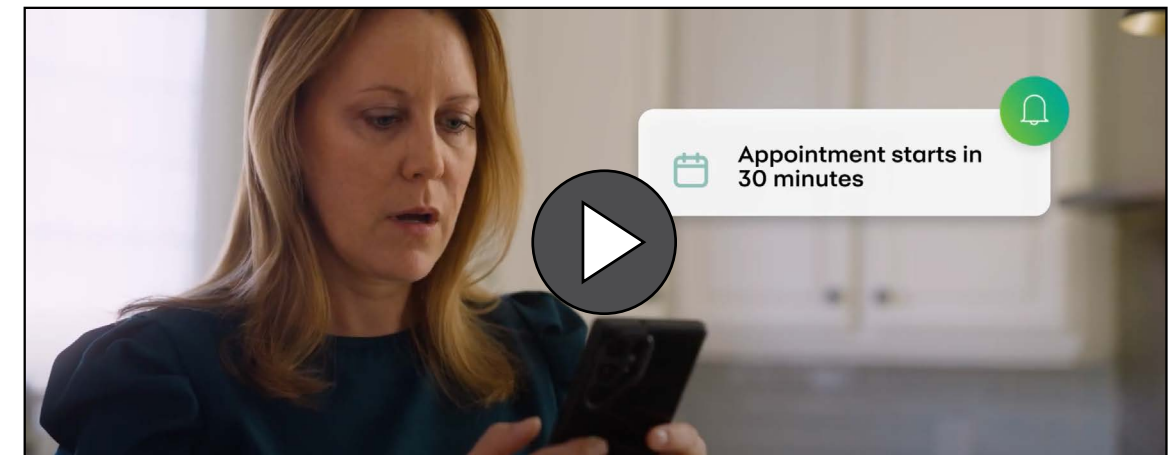
Utilize prewritten copy from Provider Center to clearly explain how the CareCredit credit card works and its benefits, including prequalification with no impact to their credit score.

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 pre-qualification form. 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 icon and the text 'What amount would you like to finance with CareCredit?'. Below this is a text input field containing '\$5,000' and a green 'Calculate' button.

Download pre-approved copy.



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

Example
landing
page

HOMEABOUT US ▾SERVICES ▾RESOURCES ▾LOCATIONS ▾FRANCHISECAREERS

[f](#)[y](#)[in](#)[p](#)

SCHEDULE

CARECREDIT
FINANCING

A CareCredit credit card lets you say “yes” to the chiropractic care plan you want or need with payments that help fit your budget.**

FIND A LOCATION >GET STARTED >

ENJOY FLEXIBLE FINANCING OPTIONS WITH CARECREDIT**


Whether you’re looking to improve posture, restore normal functioning of joints, or improve your range of motion, you shouldn’t have to worry about **how to pay for the chiropractic care you want or need.**

This health and wellness credit card is designed exclusively for healthcare services like chiropractic care and also offers special financing options made to help fit your budget.**

You can use your card for deductibles, co-pays, co-insurance, and to pay for care and procedures not covered by insurance.

Ready to see what your estimated payments could look like? Try out the CareCredit payment calculator!

ESTIMATE MY PAYMENTS >



**Subject to credit approval. Not all promotional financing options are available at all enrolled providers. Ask yours for details.

Integrate financing into billing and appointment reminder emails

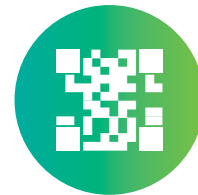
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Integrate financing into billing statements and appointment reminder emails

By incorporating CareCredit as a flexible payment option throughout the care journey, you can help reduce cost concerns while helping decrease accounts receivable.



Offer a QR code

Offer a QR code with the custom link url so patients or clients can quickly learn more about CareCredit, see if they prequalify, apply and—if approved—pay.



Provide a custom link

This can be a good option to help patients or clients learn more if a QR code is not available.



Copy and paste

Use pre-approved messaging.

Sample:

Pay over time for healthcare costs.

[ABC Location] now accepts CareCredit, the healthcare credit card, as a flexible, convenient way for you to pay over time for expenses not covered by insurance. See if you prequalify without impacting your credit score, or apply online today.

How to incorporate CareCredit

Billing statements

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

ABC LOCATION

001939 L2TSISGR
LISA DOE
123 EASY ST
MANCHESTER, KY 40962-5281

Amount Due Upon Receipt
\$101³⁶

Payment Methods

Pay online today
[ABCLocation.com/payonline](#)
Your Account #: 1234567890

Pay by phone 24 hours a day
866-555-1234

Account Summary
Patient Account #: 1234567

Statement Date	07/31/2018
Total Patient Balance	\$101.36
Payment Plan Amount Due	\$0.00
Amount Due Not On Payment Plan	\$101.36
Total Amount Due	\$101.36
Payment Due Date Upon Receipt	

Payment Options

Pay in Full **\$101.36** OR Payment Plan **\$16.89** per 6 months

Important Messages

From above date, payment has not been received based on your scheduled payment plan agreement. If payment is in transit, please accept our thanks. If payment has not been made, please contact our business office immediately to make your account current.

Any financial activity from your statement date forward will be reflected on your next statement. If you would like an itemized bill, please contact Customer Service. For questions or to inquire about financial assistance please call (800) 737-9140, or go to

Contact Us
866-702-9674
Hours of operation:
Monday - Thursday 8:00 am to 5:00 pm EST
Friday 8:00 am to 2:00 pm EST

CONTINUED ON NEXT PAGE

Please detach and return bottom portion with your payment.

Patients LOVE Paying Online!

★★★★★
4.6 out of 5 stars

[pay.ahss.org/ihhos](#)
Easy & Secure From Any Device

Still prefer mailing a check?
Please make check payable to **Florida Hospital HospiceCare** and be sure include your **Patient Account #** number on your check.

Amount Due \$101.36 Patient Account # 123456 Guarantor Name Lisa Doe

FLORIDA HOSPITAL HOSPICECARE
18501 Murdock Circle, Suite 501
Port Charlotte, FL 33948

ABC LOCATION

001939 L2TSISGR
LISA DOE
123 EASY ST
MANCHESTER, KY 40962-5281

Amount Due Upon Receipt
\$101³⁶

Payment Methods

Pay online today
[ABCLocation.com/payonline](#)
Your Account #: 1234567890

Pay by phone 24 hours a day
800-XXX-XXXX

Account Summary
Patient Account #: 1234567

Statement Date	07/31/2018
Total Patient Balance	\$101.36
Payment Plan Amount Due	\$0.00
Amount Due Not On Payment Plan	\$101.36
Total Amount Due	\$101.36
Payment Due Date Upon Receipt	

Pay Over Time*

Our location now accepts CareCredit. Apply online today at [carecredit.com/ABCLocation](#) and get an instant credit decision.

Pay Over Time*

Our location now accepts CareCredit. Apply online today at [carecredit.com/ABCLocation](#) and get an instant credit decision.

Data fees may apply

ABC LOCATION
123 Road St. City, ST 12345

Pay Online
[ABCLocation.com/payonline](#)

If paying by check
Please make check payable to **ABC Location**
include your Hospital Service and/or Physician Service account # on your check.

Please detach and return bottom portion with your payment.

Account Number




Tip: Order QR code stickers through Provider Center and add them to any billing statement when collecting payment.

How to incorporate CareCredit

Emails and billing portal

Include messages in emails to patients or clients with account balances to let them know CareCredit is available to help make payment easier.

Utilize **pre-approved copy** from Provider Center or ask your sales contact for more approved resources.




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.


*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.


a Synchrony solution


**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 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.

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

Integrate financing into billing and appointment reminder emails



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 or clients 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.

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:

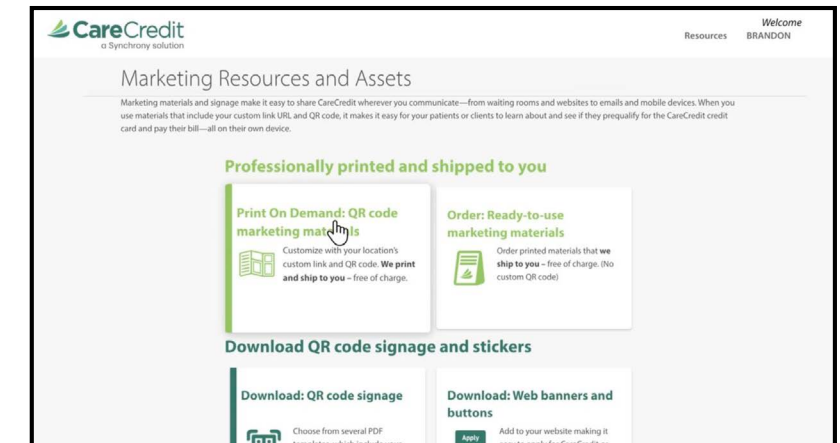
- ✓ Brochures
- ✓ Sticker sheets
- ✓ Signage
- ✓ Counter mat

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.
2. Click *Order QR code marketing materials*.
3. Select materials and send to print.

Lead confident cost conversations with tips and training

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Lead confident cost conversations

Did you know?



of patients surveyed said offering a variety of payment options is important when selecting a provider.*

The good news is you can help patients or clients 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 or clients 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. Includes helpful job aids along with orientation and operating guides.



New to CareCredit Learning Resources

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

Library of videos that educate 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.

Lead confident cost conversations with tips and training



Share testimonials and success stories

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Best Practices for
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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



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

