

4 easy ways to help you convert more surgeries.

CareCredit offers resources that are easy to implement at different touchpoints, so patients can learn about their financing options with no extra effort on your part.

56% of ophthalmic patients said they delay medical care due to out-of-pocket expenses.¹

1 Feature CareCredit on your website.

Insight: 44% of patients consider a provider's website a top research source.²

Action: CareCredit's banners and buttons can live on your website to remind patients you offer financing when they visit online.

4 Share financing with every patient.

Insight: 56% of ophthalmic patients surveyed struggle to pay for out-of-pocket costs.¹

Action: CareCredit's [payment calculator](#) is easy to work into financial discussions to help show patients how the cost of their procedure can break down into monthly payments.

2 Let patients know you accept the CareCredit credit card.

Insight: 55% of patients said they prefer to hear about payment methods before their appointment.¹

Action: Pre-written social media content and banners for appointment reminders are a simple way to proactively work financing into your marketing.

3 Prep your team to talk about financing.

Insight: 55% of ophthalmic patients surveyed research surgery costs.¹ Patients may have questions about your payment options.

Action: Use CareCredit's [tips and scripts](#) to train your team so they can be prepared to answer patient questions about financing over the phone or in person.



¹ Healthcare Journey Quant Report Consumer and Provider, 2023, conducted for Synchrony by RTI Research.

² CareCredit Path to Care: Ophthalmology Care Findings, December 2022.

CareCredit resources may help patients move forward on their journey.

A patient gets a referral or finds your practice online.

When looking at your website, the patient sees you offer the CareCredit credit card to help budget out-of-pocket costs. With millions of CareCredit cardholders nationwide, potential patients may already have the CareCredit credit card in their wallet.

They schedule a consultation.

The patient clicks your CareCredit custom link in the appointment reminder email to learn more about flexible financing. Now they may feel prepared to talk about the procedure and a way to pay for it.

You talk about financing at their consultation.

You share your recommended treatment plan and use CareCredit's payment calculator to show how the total cost can break down into monthly payments.

The patient schedules their procedure.

They scan your custom QR code on CareCredit signage in your practice to see if they prequalify and apply for the CareCredit credit card. If approved, they can confidently move forward with their procedure because they have a way to help manage the cost.*

They pay for their procedure upfront.

The patient uses CareCredit to pay for the full balance of their procedure, and your practice gets paid in two business days.

Proactively talking about financing with patients can make all the difference on their journey to clear vision. When they know your practice offers a flexible way to pay, it can help make cost conversations easy for your team and your patients so everyone can focus on what matters most.



Get access to easy-to-use resources to help your practice at [carecreditprovidercenter.com](https://www.carecreditprovidercenter.com).
Questions? Call 800-859-9975 (option 1, then 6).

*Subject to credit approval.