



# CareCredit

## Presenting Financing

 **CareCredit**<sup>®</sup>  
Making care possible...today.



# Presenting CareCredit

Talking about money doesn't always come naturally, but customers do want to know their options. In fact, **47% of Cardholders** say they would not have moved forward with the complete recommendation without CareCredit. When you present the CareCredit credit card as a payment option, you're helping them make an informed decision about their care. So, ensure you present CareCredit to every patient, every time.

# Why Present Financing?

The CareCredit credit card gives Cardholders\*:

- A convenient way to pay for deductibles, unexpected expenses, copays and coinsurance, as well as other costs not covered by insurance
- Promotional Financing\* options with convenient monthly payments
- The ability to move forward with recommended care today
- A way to fit payment into their monthly budget

\*Subject to credit approval. Minimum monthly payments required.

# Financing Options

Financing Options	Minimum Purchase Amount
No interest if Paid in Full within 6, 12, 18 or 24 months	\$200+
<ul style="list-style-type: none"><li>• 14.9% for 24 Months</li><li>• 15.9% for 36 Months</li><li>• 16.9% for 48 Months</li></ul>	\$1,000+
17.9% for 60 months	\$2,500+
Standard Account Terms	Up to \$199

\*Subject to credit approval. Minimum monthly payment required. See carecredit.com for details.

# When to Discuss Financing

The CareCredit credit card should be presented to **every patient, every time**. So, when they come in, remind them that financing is available. They could benefit from it, and it could help you increase treatment acceptance.

There are **three great opportunities** to bring up financing:

1. At the beginning of the conversation
2. In the consultation room when the patient or client is selecting a service or treatment
3. At checkout

**Tip:**

Use the Payment Calculator on the Provider Website to show your patients their estimated monthly payment and help facilitate your financial conversation.

# Explain How CareCredit Can Be Used

CareCredit is accepted at over **220,000+ provider and select retail locations nationwide** for care for the whole family, without having to reapply.

This includes retail healthcare, pharmacy locations and healthcare specialists that are part of the CareCredit Network.

- At any one time, the patient can use all or part of their available credit limit
- Cardholders can request a credit limit increase

\*Subject to credit approval.

# Addressing Hesitations



## **I don't want another credit card.**

I understand, but CareCredit is different in that it's a credit card designed for health and wellness purchases and it offers special financing options on purchases of \$200 or more. Plus, you can use it for health and beauty expenses for your whole family, even your pets. We can get an application filled out with you.



## **My credit isn't great.**

I'll be happy to process an application for you, if you'd like to try.

# Addressing Hesitations



## **I don't want to pay interest.**

CareCredit offers deferred interest promotional financing options. As long as you pay the entire balance within the promotional period you agree to, CareCredit won't charge accrued interest. This way, you can spread your payments over time and still avoid paying interest. If you don't pay the entire balance within the promotional period, you'll be charged the accrued interest, which accrues from the date of the original purchase at an APR of 26.99% for new accounts.



## **I'd prefer to make payments directly to you.**

Many patients and clients do ask about sending a monthly payment to us. However, our accountant has found that extending credit through the practice adds cost. So, rather than raising our fees, we rely on CareCredit for patients who prefer to spread their treatment cost over time by making monthly payments. We can get an application filled out for you.



# Handling Declines

Even though Providers see applications approved, declines are unavoidable. If the application is declined, use these tips to maintain a positive relationship:



Treat the situation with discretion.



Explore other ways to make the purchase, such as paying with cash or applying with a joint applicant.



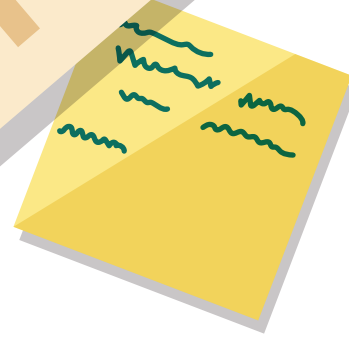
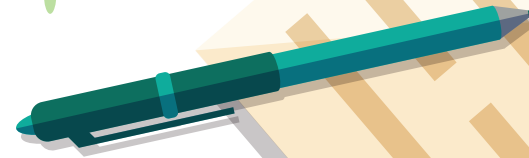
Remember to keep the focus on the application, not on the person. Say, *“Unfortunately, the bank was not able to approve the application. You will receive a letter from Synchrony Bank within 7–10 business days concerning your application.”*



Remember, a declined application could also be the result of a security freeze on their credit report.

## Tip:

To help these conversations go more smoothly, try role-playing scenarios with someone on your team.



# Questions?

**Call:**

**(800) 859-9975** (option 1, then 6)

**Visit:**

Provider Website

**CareCreditProviderCenter.com**

