

**THE**  
**LITTLE**  
**CURBY**  
**POCKET PAL**

*A guide with little  
nuggets to help ease  
your curbside experience*



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

*We stand in awe of your dedication and want to stand by you with ways to make your day (and payment) easier! We figure that's the best way to say thank you.*



Some *heroes*  
have *cat hair* *on their shoes* and  *dog treats*  
*in their pockets*



ait, what?! If anyone had told you a year ago your job would require running laps to and from the parking lot to pick up and return patients, you might have laughed.

Now, that's just a routine part of your day. You can't slow down because your care for pets means so much to the people who love them.

That's why CareCredit not only provides an easy way for your clients to pay, we also provide tools to help make it easier for you to communicate your payment solution at every step.

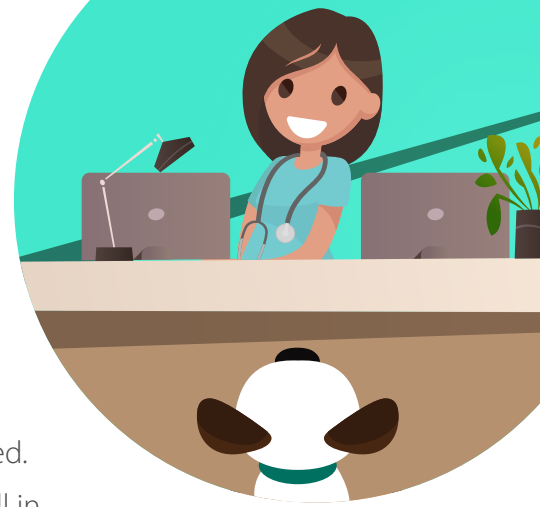
*With little Curby as your guide in this Pocket Pal, you'll discover where to use the resources in your kit and see how they can help put the flow in your curbside workflow!*





Your website, emails and social media have become an extension of the reception desk for clients. Greet them with a budget-friendly payment option!

# Who moved the reception desk?



Reception desks have gone virtual and “reception” has been redefined. The curbside experience starts before clients even arrive as they fill in pre-visit forms at home or on mobile devices. They may have questions and more concerns about payment than ever before. No worry, we can help.

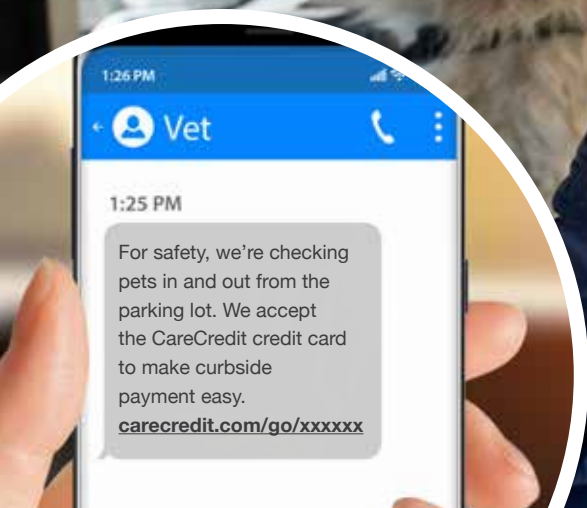
## You Got This

Help clients feel prepared ahead of time. Just add a **custom link** banner to your website, text\* or email the link to give them an all-in-one way to learn and apply for CareCredit, all on their own.



\*Laws applicable to you may restrict or prohibit certain communications by text message. You are urged to consult with your individual advisors with respect to any information presented.





# Welcome!

*(but please don't come in)*

**I**nstead of coming through your front doors, clients now text or call when they arrive. Getting a message from you while they wait in their car is the new kind of welcome. It's even warmer when you let them know what to expect from check-in to check-out, and reassure them there's an easy way to pay.

**No Need To Wipe Your Paws**

*Text\* your custom link to clients or give them a custom QR code sticker to scan curbside for contactless application and payment, right from their car.*



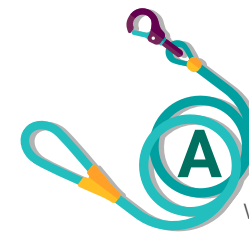
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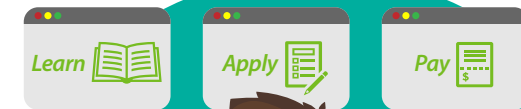
The QR code links clients to a financing experience personalized for your practice. A virtual version of a financing convo!



# Waiting rooms on wheels

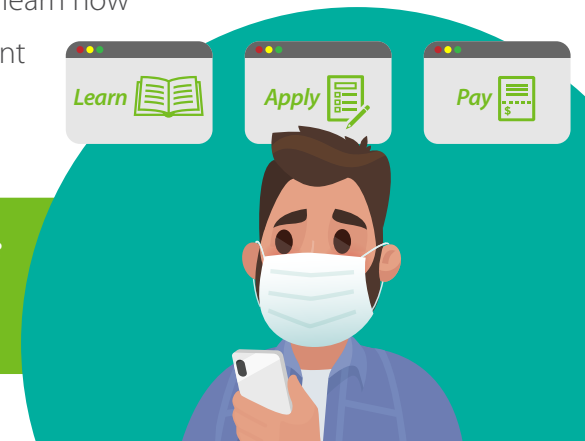


Another pet waiting, another curbside lap to run? CareCredit can save you some steps with an all-in-one digital solution that helps your clients learn how financing works, apply on their mobile device, and get an instant credit decision. No matter where they're waiting.



**Roll with It**

Let CareCredit's self-guided financing experience handle all the details so clients can learn, apply and pay (while you catch your breath).



*“CareCredit lets you pay over time for Oscar’s care. Let me email a link.”*



# Which way to the exam room?



When it comes to keeping clients “in the room,” exams have headed in a new direction. It may feel virtually awkward to talk about cost and discuss payment via Zoom, Skype or FaceTime. Showing clients you have an easy payment solution can help everyone feel more comfortable.

**This way to easy**

*Your custom link includes a Payment Calculator that estimates monthly payments for clients so they can see, on the spot, how to fit their pet’s care into their budget.*





# Spread solutions (without spreading yourself thin)



## Wipeable Window Clings

Show clients you accept CareCredit and make it easy to scan your QR code.



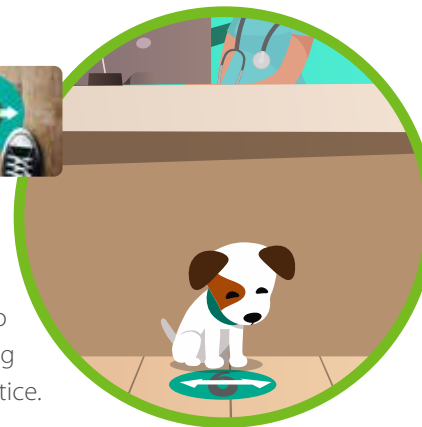
## Custom Link Display

Let clients know there's a contactless way to apply and pay.



## Hand Sanitizers and Social Distancing Floor Clings

Plus, just give us a call to order free social distancing resources for your practice.



## How to put your Curby Kit to work curbside and inside.



Here's all the ways to make payment contactlessly easy for your clients and hands off for you.



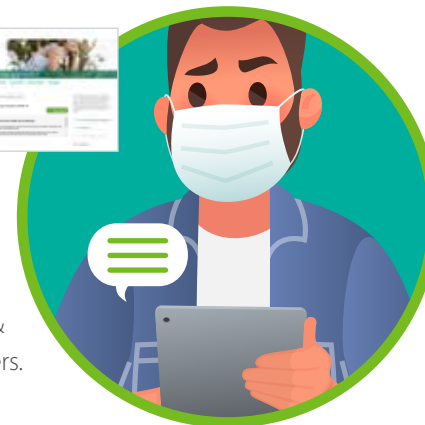
## QR Code Stickers

Versatile uses! Another way for clients to scan your custom QR code with their mobile device.



## Digital Resources

Available to help you connect with clients, including: Text Messages, Ready-to-use Social Media Posts and Curbside Do's & Don'ts Reminders.



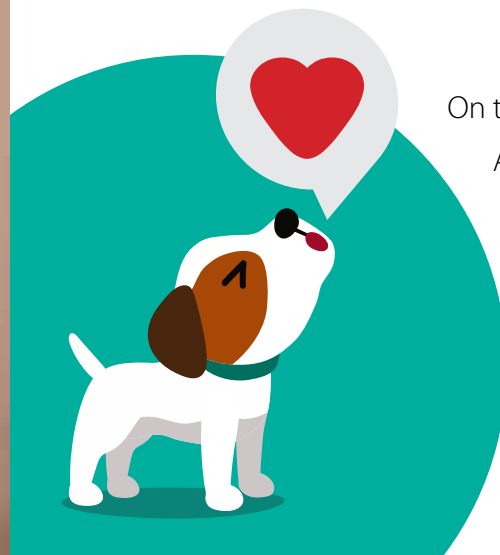
## Take a break!



Let the displays, resources and digital tools do the job of helping your clients learn, apply and use CareCredit. For help accessing resources, call your Practice Development Team at 800-859-9975, option 1 then 6.



# If your *patients* could *talk*



On the days when you don't stop for lunch till 3 pm and eat it standing up...

After an endless day, when you've *finally* turned out the lights and the phone rings...

On the mornings when you get bit, scratched and your back aches...

Please remember to look into the eyes of the next pet you see and know,  
if they could talk they'd tell you, every little thing you do makes a big difference!



Place  
Custom QR  
code sticker  
here

*A super simple*  
**contactless**  
way  
to **pay**

*Just scan the QR code to  
learn about CareCredit,  
apply and pay\* on your  
mobile device.*



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