



TIP SHEET

Flexible Financing + Proactive Communication



52% of horse owners said that they have had an unexpected expense for their horse they worried about paying.¹

Talking about money doesn't always come naturally. Rest assured, horse owners want to know their options. When you mention the CareCredit health and animal care credit card, you're helping them make an informed decision about their horse's care. You may be surprised at how appreciative they are to learn about financing options. These useful tips will help you have comfortable and supportive conversations about cost with clients.



Financial options are for everyone:

Clients welcome information about the solutions you provide to help them manage the cost, including flexible financing with CareCredit. Be sure to communicate what your practice provides with everyone rather than waiting for them to ask—they might not feel comfortable or even know to ask.



Start early:

Make sure you communicate the financial options such as CareCredit to every client so they know there are friendly ways to help manage the cost of their horse's care. Many clients may feel uncomfortable asking or may be waiting for you to tell them. Horse owners will appreciate it.



Explain all the options:

When it comes to cost management and finances, every client is different, so provide them with a variety of choices for payment, including flexible financing with CareCredit. Make sure clients know CareCredit helps give them a simple, budget-friendly way to pay in convenient monthly payments.

For questions and ideas, contact Autumn Miller, your Equine Account Specialist,
at 904-815-1524 or autumn.miller@carecredit.com • **Visit** carecredit.com/equineinsights

How It Helps Clients Be Prepared

Clients can use CareCredit at 25,000+ enrolled veterinary hospital locations, including equine and mixed animal practices, equine specialty and ER hospitals, ambulatory practices as well as companion animal practices. The card provides them with a dedicated payment solution that helps them be financially prepared for a Lifetime of Care for their horses.



Make it easy (in no time):

Let clients know they can simply scan a QR code to learn about financing, see if they prequalify (with no impact to their credit score), apply for CareCredit and get an instant credit decision. All on their smart device anytime, from anywhere. If approved, they can use their card again and again without reapplying. And, since the cost of veterinary care can vary widely, CareCredit offers special financing options from 6 months to 60 months.



Ready for a Lifetime of Care:

Clients might be feeling the stress about how to pay and may appreciate knowing CareCredit can be used for everything from wellness exams and unexpected illness or surgery to prescriptions, parasite control and diagnostics. Tools like our online payment calculator can also help them estimate their monthly payments to see their financial commitment up front.



Answer any questions:

When you are comfortable and open about friendly ways to pay for their horse's care, it helps build trust. So if you ever have questions or need answers, we're always ready to help with advice and ongoing support when you need it.

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