

Lead Clients to a Lifetime of Care

Paying for equine care is full of twists and turns for clients—CareCredit is here to help you guide them.

For many horse owners, the costs of ownership can cause worry. In fact, the Synchrony Equine Lifetime of Care study found that over half of horse owners are stressed by an expense of less than \$1,500. Map out a path that helps ease financial stress and empowers clients to be prepared for lifelong horse care.

Help Them Create a Plan For Emergency Expenses

52% of horse owners have had an unexpected expense they worried about paying.



Understand Their Cost Stress

85% of horse owners feel some form of stress about horse expenditures.



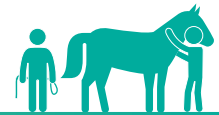
Have Empathy For Their Financial Struggles

26% of horse owners borrow from friends or family when faced with an expense they can't pay for.



Provide a Solution For All Veterinary Costs

One in four (26%) horse owners surveyed already have the CareCredit card, so they may be looking for it in your practice. Add it as a solution for them—and your other clients—as a way to pay for unexpected (and expected) costs.



Educate Them On Your Payment Options

54% of horse owners don't know what financing options their veterinarian provides.



Help clients navigate payment with CareCredit

Figuring out how to pay for care shouldn't be a roadblock for you or your clients. When you accept the CareCredit health and animal care credit card, you have a solution that works for everyone. You provide horse owners with a flexible way to pay over time for all of their horse's veterinary needs—so it's always a straight path to care.

Plus, your practice gets access to all types of resources—from team education that can help make cost conversations more comfortable to in-practice resources that communicate you offer a friendly payment option.

That way, everyone can focus on care instead of cost.

Need direction on how to have confident cost conversations?



Scan for access to resources to help you guide clients to a lifetime of care.

Get started for free, call 844-812-8111 and mention code MEV0823VA.

 **CareCredit**
a Synchrony solution