

# An Analysis of the Impact of CareCredit on Patient Treatment Acceptance

Prepared by: HINER & Partners, Inc.

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## Executive Summary

A recent study by the Academy of Dental CPAs (ADCPA) examined the effect of enrolling in CareCredit on practice financial performance and found: "...the introduction of CareCredit patient financing significantly and positively impacted several key financial metrics in the dental practice, including increasing practice production by an average of 25.3%."

This current study, "An Analysis of the Impact of CareCredit on Patient Treatment Acceptance," sought to understand the root causes of the improved production documented by the ADCPA and to specifically examine how the availability of No Interest Payment Plans\* impacted patient acceptance of recommended treatment.

A national random sample of 302 dental patients who recently completed treatment and used a CareCredit No Interest Payment Plan\* to help pay for the treatment were surveyed via telephone in November 2006.

## Study Findings

- **78%** of patients indicated that no interest financing helped them to decide to accept the full treatment recommended by the Doctor.
- **73%** indicated that the availability of financing increased their sense that the dental office was looking out for their best interest.
- **67%** stated that they were more likely to keep appointments because they are less worried about how to pay for the visit.
- **66%** indicated that the No Interest Plans\* were important to their selection of a dental practice.
- **63%** expressed increased trust and confidence in the doctor's recommendations.

## Conclusions

The findings indicate that patients who use a CareCredit No Interest Payment Plan\* change their behavior and attitudes toward the recommended treatment, and toward dentistry, in ways that are likely to have substantial effects on the financial performance of the practice.

- Reduction in lost production due to delayed or reduced treatment plans
- Decrease in cancels and no-shows
- Increased production due to improved proactive and preventive treatment requests
- Increased comprehensive cases
- Increased number of new patients



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