

CareCredit® Solutions: Case Study



*Dr. Matthew Brock
Chattanooga, TN*

Southeastern
Endodontics

**“With CareCredit, there’s no billing,
no waiting on insurance and
no risk of not being paid.”**

“I get a lot of referrals from the general dentists here in town. One of them pretty much convinced me to consider CareCredit. He offered his patients the program and really believed it helped patients get the dentistry they needed. So, he preferred the specialists he referred to also offer his patients this courtesy. That was enough to get me to look into the program, and what I found out was enough to get me to enroll.

Our practice philosophy is we don’t want finances to be the reason for somebody not to be able to save a tooth. When it comes down to a root canal or an extraction, fixing the tooth is obviously the better choice. But patients need to be able to pay for it. We don’t participate in insurance plans. We believe we offer a valuable service that is reflected in the fees we charge. We also do not bill patients, primarily because 90 percent of the time we only see them for one appointment. So, offering CareCredit, along with cash and major credit cards, seemed like a reasonable thing to do for patients. And a good thing for our team and practice.

In the past, when patients couldn’t pay up-front, we’d make arrangements to process credit cards or deposit checks on specific dates to help them get the care they needed. Because, again, we didn’t want patients to look back five years from now, and just because of the financial situation they happen to be in, regret losing a tooth that could have been saved. Unfortunately, we ran into times when that just didn’t work out too well and I ended up doing work without being compensated for it.

With CareCredit, there’s no billing, no waiting on insurance, and no risk of not being paid. Patients can make the right choice, save their tooth, and use CareCredit to pay. And I get paid in two days. Everything is taken care of — quickly. We offer CareCredit to all patients, but it’s especially helpful to patients from referring doctors, because they like to use CareCredit to pay for all their dental care needs. We like to help people save their teeth and we feel CareCredit is another option they have to make it happen. It’s worked out so very well for us, now I’ve recommended a few other doctors to the program.”

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