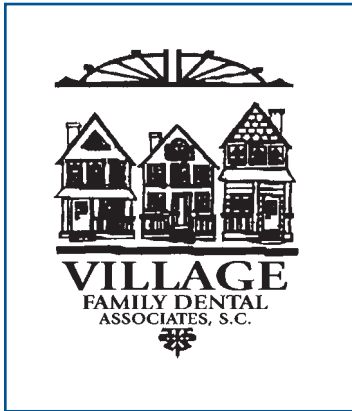


CareCredit® Solutions: Case Study



Donna Fowler
Office Manager
Praire du Sac, WI
Village Family Dental

“CareCredit has increased case acceptance by 40% at our practice!”

“We use CareCredit to help patients who need a way to pay for their treatment. It’s a big benefit to them because once they’re approved they can accept the full treatment plan and get started right away. CareCredit is a great value in helping them get the treatment they need and has increased case acceptance by 40 percent.

In our office we offer CareCredit after the doctor makes treatment recommendations. Once we explain how CareCredit offers monthly payment options that fit their budget, a lot of patients are up for it. They especially like the No Interest Plans. Since they already know how no interest financing works with purchases like cars and furniture, presenting CareCredit is easy.

What I really like about CareCredit is that it makes a difference in our patients’ lives. For example, a family recently came in and every one of them needed some level of dental work. So I put through a CareCredit application for over \$2,000 and we financed the whole family’s treatment with a No Interest Plan. It worked out great. Thanks to CareCredit, all of them received the care that they wanted and needed. The No Interest option is a value-added service families appreciate.

Besides increasing treatment acceptance, CareCredit has helped our practice in other ways. It has helped improve patient satisfaction, and built loyalty. Patients refer family and friends to our practice because of their experience here — and because they were able to pay for treatment with convenient financing. I would recommend CareCredit to other practices because it’s easy to use, you get your money up-front, and your patients get a financial solution for the treatment they need. Coming up with \$1,000 is something most patients can’t do. CareCredit solves that problem.”

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