

# CareCredit® Solutions: Case Study



Bonnie Weinstein  
Office Manager  
Fort Myers, FL

Matthew W. Allen IV, D.D.S.

**“CareCredit has increased case acceptance at our practice by over 50%. ”**

“At our practice, when I present the doctor’s treatment plan and the fees, I tell patients, ‘If there was a comfortable way to pay for this, would you schedule your treatment today?’ Then I let them know about CareCredit’s No Interest payment options. They usually respond very enthusiastically and we sign, seal, and close the deal. In fact, CareCredit has increased case acceptance in our practice by over 50 percent.

A lot of people don’t want to tie up their credit line with a large dental purchase. CareCredit gives them another way to pay. I’ve been an Office Manager for over 34 years. And as a rule, I don’t lose a case, especially due to cost concerns. As long as patients qualify for CareCredit, it’s almost certain that we will either do the full treatment right away or phase it. But they’re sure to get the treatment they need as long as I can give them a way to pay.

We had a 30-year-old female patient who needed quite a bit of work done due to neglect. She was unable to pay for the treatment herself and didn’t qualify for financing. So, her mother applied and let her daughter use her CareCredit card to get the treatment she needed. Even better, her mother later used CareCredit for her own dental needs at our practice.

If a practice is considering offering CareCredit, here’s how they should look at it. Say they have a \$1,000 case that is ready to walk out the door, and CareCredit can help the patient say ‘yes.’ Even considering the processing fee, look at how much they can improve their bottom line. They need to think in terms of the increase in production.

We offer CareCredit to every patient who walks into our office. Why? Because CareCredit is a win/win. It helps us help the patient and close the deal.”

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