

CareCredit® Solutions: Case Study



Louis J. Malcmacher, D.D.S.
Bay Village, OH
Healthy Smile

“Since we started using CareCredit,
our production is up over 30%!”

“Before using CareCredit, we couldn’t do the comprehensive dentistry our patients needed and wanted. It was very frustrating every time a patient said, ‘No,’ to recommended treatment. It wasn’t that patients didn’t want treatment — it was a payment issue. CareCredit took care of that. The program gave our patients a comfortable way to pay for optimal care over time.

Patients understand financing—that’s why CareCredit is such a big plus. When they ask if they can make payments, we say, ‘Yes,’ and that we work with CareCredit, part of our dental family. We tell patients CareCredit does a great job and will be happy to accommodate them.

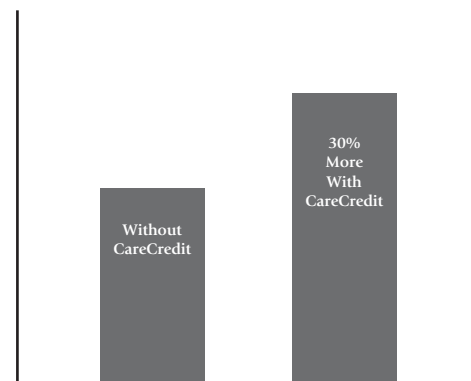
Our accounts receivable used to be a ridiculous 120-150 days, which caused a cash flow problem. Plus, my staff was stressing out making collection calls instead of taking care of patients. Working with CareCredit took the burden of Accounts Receivable completely out of our realm and improved cash flow. And by taking away the headache of patient financial management, they let us concentrate on treating our patients.

CareCredit is easy and fast, and with financing managed outside of my office, we don’t worry about payment. Although some doctors may be concerned that CareCredit will take too much time, my front office team thinks it’s great and patients like the interest free payment plans. Our approval rates are very good and production is up over 30 percent.

If you want to go the next level where every dental practice should be, I would say, ‘go with CareCredit.’”

A handwritten signature in black ink that reads "Dr. Louis J. Malcmacher".

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Increased Production with CareCredit