

The Patient Journey to Vision Care



Exploration Quick Guide

Learn how to attract potential patients on the first step of their journey to refractive surgery and eye care.



EXPLORE



Cost concerns can hold patients back.

Patients often perceive the price of refractive surgery to be low, and are much less likely to move forward once they know the actual average price.² With CareCredit, you can help give them a budget-friendly way to pay, which can help them move forward and schedule their treatment, procedure or surgery.

Flexible financing can help patients see a clear path to scheduling a consultation.



The first step in the journey to refractive surgery and eye care is **exploration**. Patients use this time to search for information about procedures, cost and financing. Addressing their concerns can help them move forward to scheduling a consultation much more quickly.

Profile of average refractive patient:

- ➔ \$2,096 Average Spend¹
- ➔ Married²
- ➔ Higher Household Income¹
- ➔ Want Excellent or Near-Perfect Vision²

It all begins with extensive research.

Patients spend on average 129 days gathering information before scheduling an appointment, including searching online and talking to friends and family.¹ **It's important to understand what they're looking for, and how they search for it, so you can help accelerate their decision.**



73% of patients said they ask for overall input, including from providers and family or friends.²

Patients are searching for solutions to help them see life's moments clearly. Make sure you're their first choice.

Patients may have unmet vision needs that make them feel like they're not enjoying life to its fullest.²

Make sure your website has the info they need.

More than half of patients surveyed research healthcare providers online before choosing one.¹ **Your website can be a powerful resource, so include procedures and treatment details, cost and financing options, and practice information.** If the info they're looking for isn't easy to find, you could be missing out on as many as three out of four potential patients.⁴

Payment Calculator

Potential patients can calculate monthly payments based on special financing options* you accept.

Payment Period	Monthly Payment	Total Cost
8 Months	\$824	\$8,000
12 Months	\$417	\$8,000
18 Months	\$278	\$8,000
24 Months	\$308	\$8,000

TIP: Place this on your website next to estimated costs for procedures to help patients move forward.

Custom Apply Link

Give patients a link to apply for CareCredit from your website, so they're prepared with a way to pay.



TIP: Applications submitted through this link are tied to your practice reports, so you can see approvals and available credit.



39% of consumers consider the provider's reputation the most important when searching for a new one.³

Patients value your expertise, so be sure to share it at multiple touchpoints.

76% of patients said their eye doctor was the main influence in their decision to get refractive surgery.²

Show them you have the knowledge and experience to provide the results they want by:

- Communicating you're a board-certified ophthalmologist in your marketing.
- Featuring your credentials on your website to connect with patients searching online.
- Training your team to discuss your credentials when patients call for more information.

Don't underestimate the power of social sharing.

For many patients, word-of-mouth can be a powerful influence. Two-thirds of patients surveyed said they would move forward if their friends and family will fully support their decision, their vision wouldn't deteriorate over time and other people wouldn't think they're vain for getting it – and that number rose to 83% when offered a payment plan.²



Encourage past patients to refer their family or friends to your practice.



Share testimonials in the form of quotes, photos and even videos on your website.



Build a strong referral network by connecting with other providers in your area.



48% of patients surveyed said they visited the provider website for information regarding purchase or treatment.¹

Social Media Posts and Tweets

Share you accept CareCredit and help your followers see how financing can help them move forward with eye care procedures or refractive surgery when cost is a concern.

TIP: Choose from a selection of pre-approved messages that are ready to share instantly with a single click.

Digital Advertising Materials

Get easy-to-use graphics, pre-approved content and logos for use in print, on the web and social media to incorporate CareCredit into your practice marketing.

TIP: Help drive patients to your practice by including flexible financing on postcards and direct mail.



Access these free resources and more to engage with patients during every step.

- **Log** in at carecredit.com/providercenterlogin
- **Click** on Resources & Settings
- **Choose** Promote & Advertise

1, 2, 3, 4, 5. *See reverse for details.

Providers said 43% of patients were most likely to complete an online application at home or at work.⁵





Help drive patients forward by showing them how refractive surgery can fit their budget.

When you send information or new patient forms, be sure to include a link to a dedicated financing page on your website. This page should have your Payment Policy, as well as financing options you accept, like the CareCredit credit card.

CareCredit has **free tools and resources for your website, practice marketing and social media** that make it easy to share you have a payment solution to help patients pay for eye care or refractive surgery.

64% of cardholders surveyed said they wouldn't have a procedure if they couldn't use their CareCredit credit card.¹

The Patient Journey



EXPLORE



ENGAGE



CONSULT



LOYALTY

Look for the next Quick Guide
on how to help patients navigate
the second step: **Engagement**.



¹ CareCredit Path to Purchase – Vision, 2018.

² Johnson & Johnson Research – LASIK, 2018, conducted on behalf of CareCredit.

³ Deloitte 2018 Survey of U.S. Health Care Consumers.

⁴ The Evolving Patient Experience white paper, Yext 2017.

⁵ 2018 CareCredit Practice Survey Report, conducted by Market Scope.

* Subject to credit approval. Minimum monthly payments required.

See carecredit.com for details.