CareCredit
a Synchrony solution

Three Actions To Simplify the Cost Conversation

A simple, consistent process that improve the patient experience and increases case acceptance.

1

MORNING PREPARATION
(2 MINUTES)

Log into practice management software with CareCredit integration

Review the day's schedule and identify:

- ✓ Patients who already have CareCredit and their available credit
- ✓ Patients who are preapproved (no hard credit check)

Outcome:
Team is financially prepared before the patient arrives.

2

PATIENT CHECK-IN

As part of standard check-in ask:

"Do you have a CareCredit credit card?"

✓ **YES:**

Acknowledge and reassure:

"Great — you may already have a way to cover today's treatment.

✗ **NO / UNSURE:**

Normalize the option: "Many of our patients use CareCredit to pay over time. Would you like to learn more?".

Outcome:
Plants the seed early and reduces cost anxiety.

3

FINANCIAL DISCUSSION & ACTIVATION

FOR PREAPPROVED PATIENTS
(from morning report):

"You're preapproved for the CareCredit credit card. Would you like to view the offer?"

FOR ALL OTHER PATIENTS
Introduce payment flexibility:

"If you'd prefer to pay over time we offer a simple financing solution. Would you like more information?"

APPLICATION OPTION
Patient can scan in-office display and completes prequalification / application in minutes.

Outcome:
Fast, frictionless path to financing.

Want More? Get connected with a Practice Growth Consultant for a customized growth plan.