

Momentum Catcher



Cost conversations are not always easy—but they can get easier with a little bit of practice!

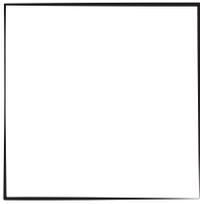
Use this tool as a fun way to role-play discussions, without the pressure. Simply print it, fold it up and let it be your guide during your next team huddle. Then jump in to play out scenarios, ask questions and share ideas so you can flip uncertainty into more confidence.

Let's get started making your Momentum Catcher!

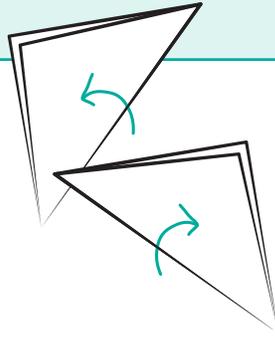
✂ Cut along border

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|--|---|---|----------|
| <p>1</p> | <p>1</p> <p>What would you do?</p> <p>A client is on the fence about making a care decision after learning about how much it will cost.</p> <p>See tip 1</p> | <p>2</p> <p>Pop quiz!</p> <p>When is the best time to talk about CareCredit's financing options?</p> <p>See tip 2</p> | <p>2</p> |
| <p>8</p> <p>What are some best practices when it comes to having proactive cost convos?</p> | <p>3</p> <p>Uh-oh!</p> <p>A client at checkout said they forgot their CareCredit credit card. What's the best approach?</p> <p>See tip 3</p> | <p>3</p> <p>You're making a paw-sitive difference!</p> <p>Thank you for everything you do for your practice, clients and furry pals.</p> | <p>4</p> |
| <p>7</p> <p>What to say:</p> <p>Your client is questioning a recommendation based on the treatment plan.</p> <p>See tip 6</p> | <p>6</p> <p>Pop quiz!</p> <p>What can your clients use the CareCredit credit card for at your practice?</p> <p>Hint: It may be more than you think!</p> <p>See tip 5</p> | <p>5</p> <p>This is your moment!</p> <p>A client says they're interested in applying for CareCredit. How can you make the process seamless for both of you?</p> <p>See tip 4</p> | <p>3</p> |
| <p>4</p> | <p>6</p> | <p>5</p> | <p>3</p> |

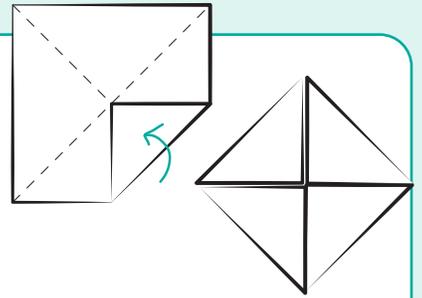
How to fold:



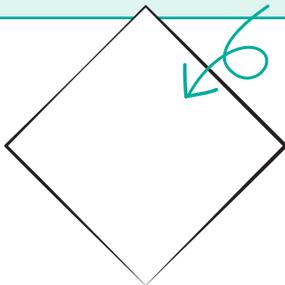
1. Cut out the catcher template and place facedown on a flat surface.



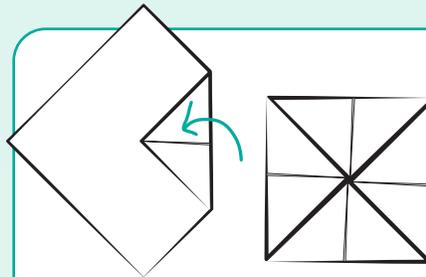
2. Fold in half diagonally. Crease the paper, then unfold and repeat to other side.



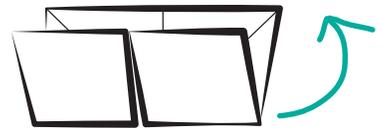
3. Fold each corner to the center.



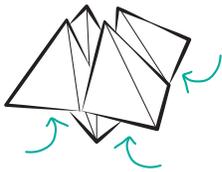
4. Turn the paper over.



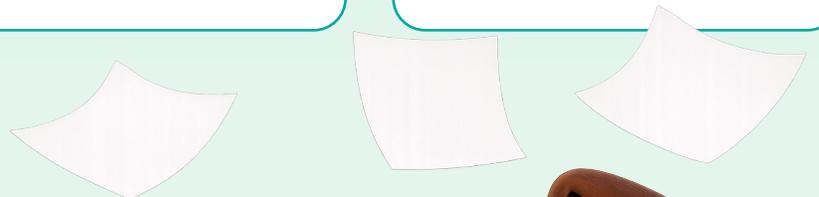
5. Fold each corner to the center again.



6. Fold in half by bringing outside edges toward the center.



7. Open the folds to create pockets for your thumbs and pointer fingers. Bring your fingers together so the points are touching.



How to play:

1. Have the player choose one of the first four numbers on the top four squares with Bizzy and Curby.
2. Open and close the catcher, alternating up and down and side to side, based on the number selected.
3. When you're done opening and closing the catcher, have the player look inside and choose a number 1 through 8.
4. Repeat step two, opening and closing the catcher based on the number selected.
5. Then, the player will select one of the flaps to lift up.
6. Flip up the panel selected and read what's inside to practice for your next momentum moment. If you need a hint or inspiration, reference page 3.



Tip Sheet:

How to keep the *momentum* going for better cost conversations



1

If your client is unsure about how to move forward with your recommended treatment, be sure to:

- ✓ Ask questions to find out what's the concern and what their priorities are.
- ✓ Show that you understand and be supportive. Use phrases like: "We can help find a payment option that's best for you."

2

Every point of communication is a great time to talk about financing with the CareCredit credit card. You can mention the card during scheduling, when reviewing the treatment plan and at checkout—especially if they express cost concern.

3

If a client forgot to bring their CareCredit credit card to an appointment, that's no problem! CareCredit features are integrated in your practice management software, so you can easily look up their account and process their payment in one platform. They will be on their way in no time!

4

Give your clients a fast and friendly way to apply for the CareCredit credit card by displaying materials with your custom QR code around your practice. They can learn about financing options, see if they prequalify, apply and pay, all on their own device. This makes the experience the cat's meow!

5

Let your clients know they can use the CareCredit credit card for every moment of care, including:

- ✓ Annual exams
- ✓ Medications changes
- ✓ Flea and tick prevention
- ✓ Unexpected injury or illness
- ✓ Surgical procedures
- ✓ Spaying and neutering
- ✓ And much more

6

Be sure to communicate the value of veterinary care for their pet's long-term health. You can also use the Payment Calculator to show them how CareCredit helps them fit care into their budget.

