



# TOP 4

## Best Practices to Help Convert Prospects into Patients

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How to help make financing a seamless experience for your patients

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# Make CareCredit a part of your plan to help convert more patients and grow your practice

Your patients want to be able to make health and wellness choices. By driving awareness around CareCredit, you can remind them that you offer the flexible, friendly financing options that can help them fit care into their budget—while making it easier to choose you and return again and again.

## Now's the time to get started!

Use this guide to help spread the word about CareCredit and communicate its benefits.

**Remember:** The new Pay Monthly installment loan options are available! Contact us to learn about Synchrony Pay Monthly loans and to start developing your customized growth plan with a simple eight-minute assessment.

[Contact us](#)

We have the tools, tips, training and resources you need to help:



Make cost conversations easier



Patients learn about and apply for financing



Reach more patients



Foster more loyalty

# What's inside

- 1** Add CareCredit to your website
- 2** Mention the CareCredit credit card during consultations
- 3** Use point-of-sale materials to easily create awareness
- 4** Lead confident cost conversations with provider tools



If you need help with your login credentials, call 1-855-696-1318.



To access some of the tools and resources in this guide, make sure you're logged in to Provider Center.



# Add CareCredit to your website

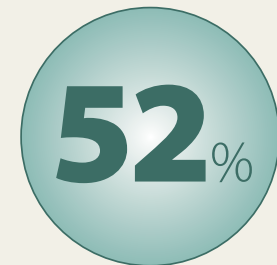
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# Add CareCredit to your website

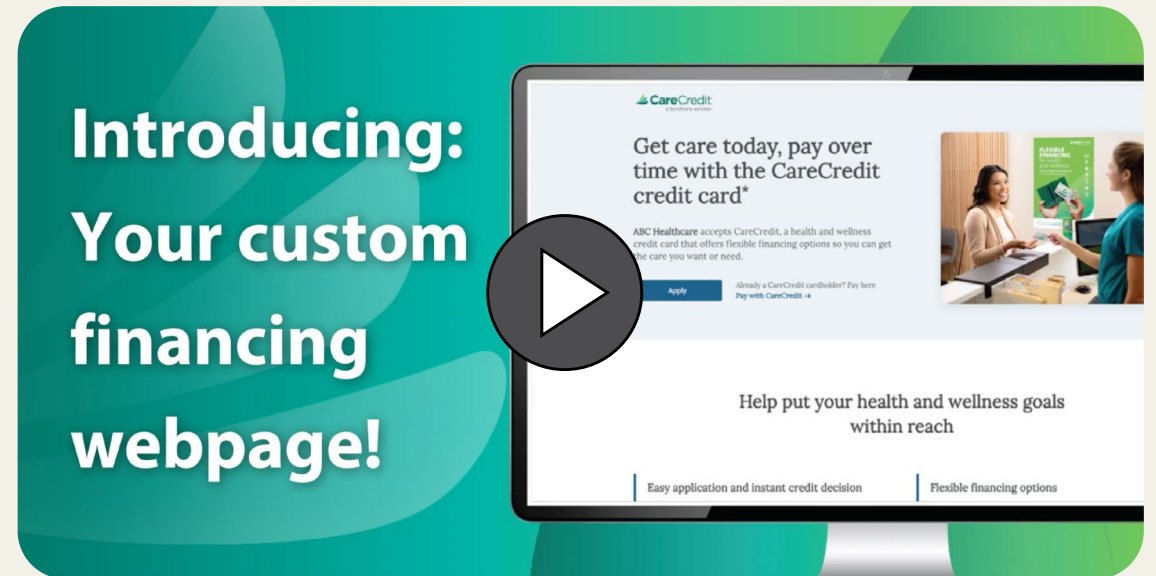
## Did you know?



of surveyed patients research cost/fees when researching a procedure, and 44% of surveyed CareCredit cardholders said they research financing options.\*

Help your patients understand financing options in a few steps so they can move forward with treatment or surgery. Our free tool makes it easy to create a financing page on your website in three steps with no coding experience required. This customizable, ready-made page aligns with your brand and embeds on your website.

\*CareCredit Path to Purchase, 2026 prepared by the Synchrony Market Insights Team with RTi Research.



Introducing:  
Your custom  
financing  
webpage!

[Watch video demo](#)

Build your customized page now!

[Get started](#)

# Mention the CareCredit credit card during consultations

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# Mention financing during consultations and treatment plan discussions

By incorporating the CareCredit credit card early in the care journey, you can help patients make informed decisions and feel confident moving forward with care to look and feel their best.

From appointment reminder emails to in-office displays and treatment plans, there are multiple touchpoints when you can share about flexible financing.



## Offer a QR code

Feature a QR code with a custom link so your patients can easily scan from their own device to learn about CareCredit, see if they prequalify, apply and—if approved—pay.



## Provide a custom link

Sharing a custom link is another simple way to help your patients learn about and access financing with CareCredit. Include the link on your website, social media and signage.

Plus, the link is tied to your Merchant ID, making it easy to track applications, approvals and available credit.



## Copy and paste

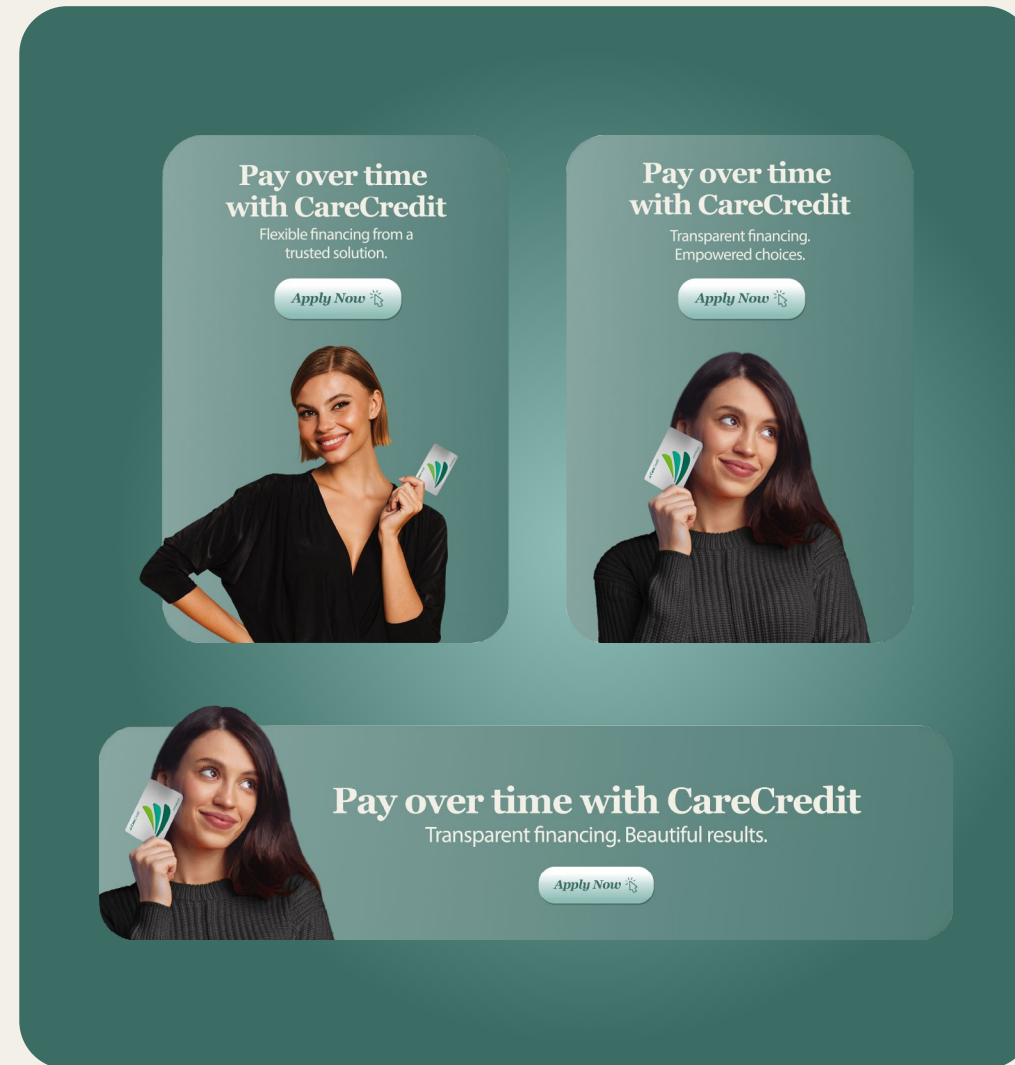
Use pre-approved messaging like the sample here:

*Sample:*

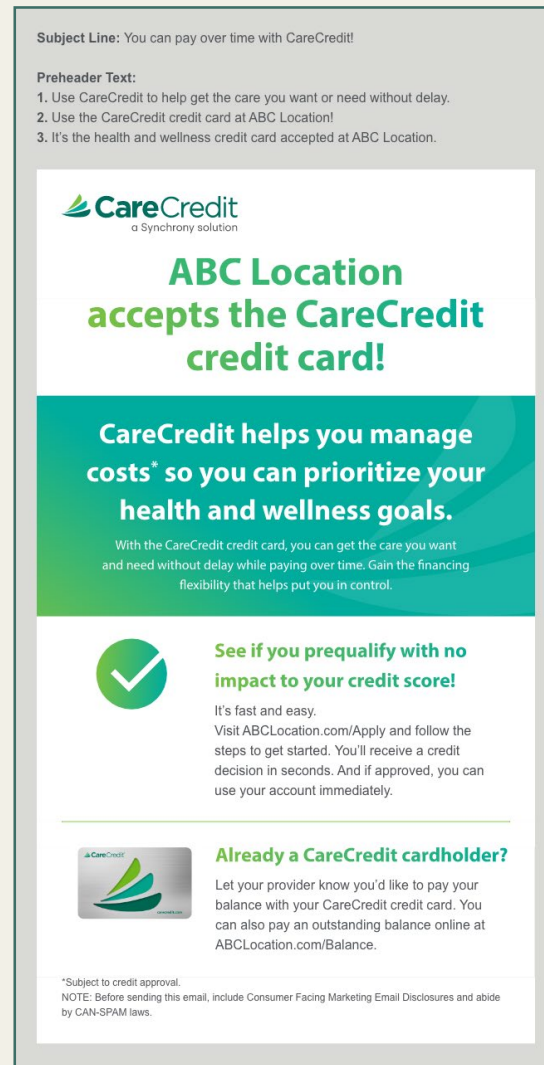
[ABC Location] now accepts CareCredit, the health and beauty credit card, as a flexible, convenient way for you to pay over time for treatments and procedures. See if you prequalify without impacting your credit score, and apply online today.

# Emails

Include messages in patient emails to let them know CareCredit is available to help make payment easier. You can find [pre-approved copy](#) and [banners](#) in Provider Center and on our [cosmetic resources page](#). For more approved resources, contact your practice development manager.



The image displays three promotional banners for CareCredit. The top two banners are side-by-side, each featuring a woman holding a credit card. The left banner has the text: "Pay over time with CareCredit", "Flexible financing from a trusted solution.", and an "Apply Now" button. The right banner has the text: "Pay over time with CareCredit", "Transparent financing. Empowered choices.", and an "Apply Now" button. The bottom banner features a woman holding a credit card and the text: "Pay over time with CareCredit", "Transparent financing. Beautiful results.", and an "Apply Now" button.



The image shows the content of an email. At the top, it says "Subject Line: You can pay over time with CareCredit!". Below that is "Preheader Text:" followed by three numbered points: "1. Use CareCredit to help get the care you want or need without delay.", "2. Use the CareCredit credit card at ABC Location!", and "3. It's the health and wellness credit card accepted at ABC Location.". The main body of the email features the CareCredit logo (a Synchrony solution) and the headline "ABC Location accepts the CareCredit credit card!". Below this is a teal box with the text: "CareCredit helps you manage costs\* so you can prioritize your health and wellness goals." and a sub-headline: "With the CareCredit credit card, you can get the care you want and need without delay while paying over time. Gain the financing flexibility that helps put you in control.". There are two sections with checkmarks: "See if you prequalify with no impact to your credit score!" and "Already a CareCredit cardholder?". The first section includes the text: "It's fast and easy. Visit ABCLocation.com/Apply and follow the steps to get started. You'll receive a credit decision in seconds. And if approved, you can use your account immediately.". The second section includes the text: "Let your provider know you'd like to pay your balance with your CareCredit credit card. You can also pay an outstanding balance online at ABCLocation.com/Balance.". At the bottom, there is a small note: "\*Subject to credit approval. NOTE: Before sending this email, include Consumer Facing Marketing Email Disclosures and abide by CAN-SPAM laws."

Mention the CareCredit credit card during consultations



# Use point-of-sale materials to easily create awareness

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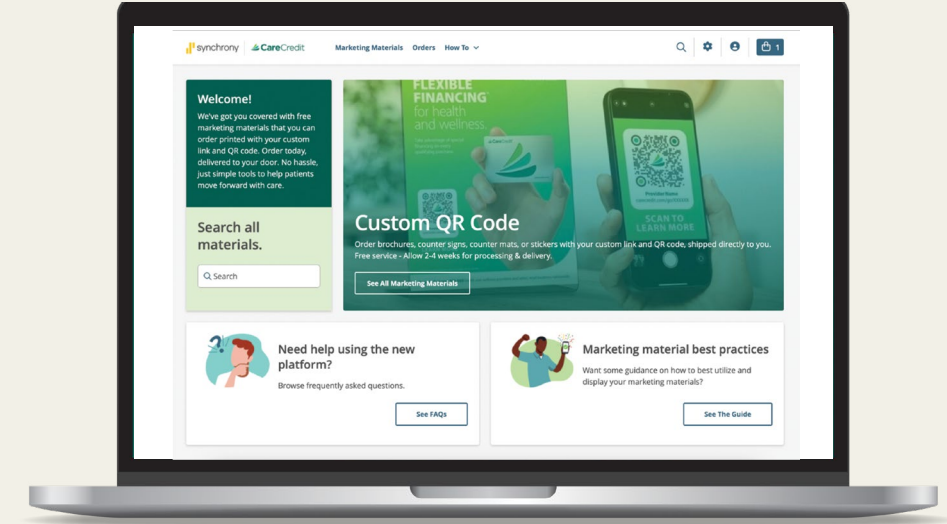
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# Point-of-sale materials make marketing easy

Displaying **signs, brochures and other marketing materials** throughout your location is a great way to share the benefits of the CareCredit credit card and remind individuals of their options. When you include your custom link and QR code, your patients can **learn more, see if they prequalify, apply and, if approved, pay**—all from their own device.

Plus, this friendly solution helps you save time because you can review applications and payment status directly in Provider Center.



Order your free materials now at [carecredit.com/marketingcenter](https://carecredit.com/marketingcenter).

Then place the signage in prominent areas at your location:

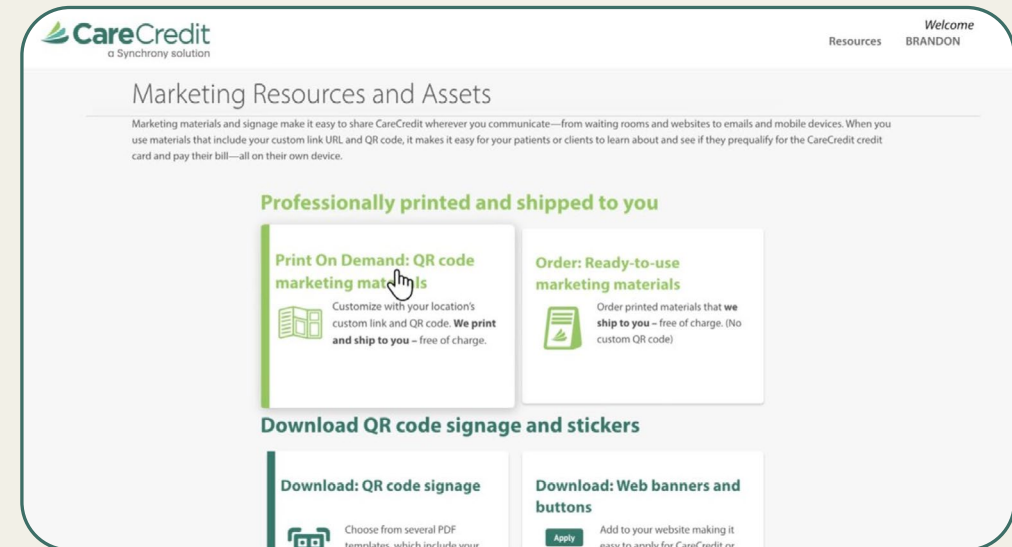
- ✓ Waiting rooms
- ✓ The check-in desk
- ✓ High-traffic areas

# How to order point-of-sale materials

You can choose from a variety of custom marketing materials:

- ✓ Brochures
- ✓ Sticker sheets
- ✓ Signage
- ✓ Counter mat

All available for free!



## To start your order:

1. Visit [carecredit.com/marketingcenter](https://carecredit.com/marketingcenter).
2. Click *Print On Demand: QR code marketing materials*.
3. Select your materials and complete the shipment order process.

# Lead confident cost conversations with provider tools

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# Lead confident cost conversations

## Did you know?



of patients surveyed said being offered a variety of payment options is important when selecting a provider.\*

The good news is you can help patients feel empowered from the start and move forward immediately with the care they want and need.\*\*

How you talk about financing can make the difference!



### Tips and scripts

Get examples and sound bites to help you and your team begin a helpful financial conversation.



### Payment Calculator

Help patients estimate monthly costs and see how CareCredit can help fit care into their budget.

\*CareCredit Path to Purchase, 2026 prepared by the Synchrony Market Insights Team with RTi Research.

\*\*Subject to credit approval.

# Make the most of your training materials



## Digital Book

Comprehensive training resource that covers a wide range of topics from dispute management to accessing reports on cardholders' available credit, including helpful job aids along with orientation and operating guides.



## **Learning Resources for Providers New to CareCredit**

Detailed job aids, guides and videos that empower new providers to confidently manage their CareCredit program in their practice.

[California providers](#)

[All other providers](#)



## Instructional Videos

Video library educates providers on topics such as:

- Ways to apply
- Benefits of the CareCredit credit card
- Clear financial communication
- Understanding deferred interest



### **Live, virtual skills training**

If you're interested in live, virtual skills training, please reach out to your sales representative to learn more.



THANK  
YOU

