

Help increase your capture rate with a streamlined payment solution. It's **quick** and **simple** — for everyone.



CareCredit can help keep prescriptions in-house and increase treatment plan acceptance. Make sure to introduce it to every patient every time in order to provide opportunity for everyone. And when it's time to apply, patients can do so quickly and privately in the practice – while your staff continues to focus on patient care. Here's how it works:



Display and discuss CareCredit during treatment or eyewear recommendation so the patient can focus on what they need instead of how to pay.



Patient receives an instant credit decision. Once approved, they can immediately use their CareCredit card to pay for recommended eye care and eyewear.



Patients may apply quickly from their smart device with the option to call or go online. To further streamline the process, they may scan your unique QR code display, taking them directly to the application form.



On amounts \$200 or more, they can **take advantage of 6 or 12 month promotional financing options** to pay over time. And you get paid in 2 business days.

QR codes deliver real results in optical practices.*

45% more applications

27% more revenue

7% larger average purchase



Finally, **patients and their families will be able to use their CareCredit card at every visit without reapplying**, so they're always prepared with a way to pay at each return visit.

Adding a business tool like CareCredit to your practice can help remove cost barriers and keep patients focused on maintaining healthy vision and fulfilling prescriptions for eyewear directly from your practice.

Call **866.853.8432** to learn more or to get started today!

 **CareCredit**[®]
Making care possible...today.

*Results from 393 optical locations (June - August 2019) that actively accepted and introduced CareCredit and implemented apply options using QR codes. Results may vary by location.

3 Great Reasons to Accept CareCredit as a Financing Solution



1

HELP MORE PATIENTS AND HELP INCREASE REVENUE

When you offer promotional financing as a payment option, you may help patients accept your technology recommendations by giving them a comfortable way to pay over time. CareCredit cardholders **have an 8X higher average ticket** than spending on a typical general purpose credit card.¹

2

INCREASE PATIENT RETENTION AND LOYALTY

When patients have a financial resource, it may make it easier for them to return for additional hearing health needs or new/upgraded technology. **92% of cardholders who used CareCredit said they are likely to use their CareCredit credit card again**.²

3

ATTRACT MORE PATIENTS THROUGH THE CARECREDIT NETWORK OF 11+ MILLION CARDHOLDERS

CareCredit's online Provider Locator is **searched more than 1 million times each month** by people looking for a practice that accepts CareCredit.³ Many of these searches are current cardholders who want to use their card again for other healthcare needs — such as hearing healthcare. Plus, having information about CareCredit on your practice website, which patients often visit prior to scheduling an appointment, may encourage more to move forward with a hearing examination by addressing potential cost concerns.

▶ **Another great reason is there's absolutely no cost to enroll with CareCredit. Get started today — call 800-300-3046 (option 5).**

¹ CareCredit 2017 Analytics and The Nilson Report – February 2016 ed., 50 largest U.S. Visa & Mastercard Credit Card Issuers data table

² Cardholder Engagement Study, Q2 2018

³ January-December 2017 Omniture web report

3 Misperceptions About CareCredit

1

THE TRANSACTION FEE REDUCES MY PROFIT

CareCredit's transaction fees are typically 1% higher than other companies, but the average transaction of patients using CareCredit is significantly higher than with other tender types.

Yes, it costs the practice a transaction fee when patients choose to use CareCredit to pay for their hearing health needs. Most practices accept general use credit cards, which also charge a transaction fee. CareCredit's transaction fees are typically within 1% of other companies. The difference is with CareCredit patients can take advantage of promotional financing. And when they do, the average ticket is significantly higher than the industry average. Many of your colleagues have found **the incremental revenue far outweighs the incremental cost of less than 1%**.

2

IT TAKES TOO MUCH TIME

Most teams find discussing CareCredit is easy and takes just minutes.

Patients can apply privately using their smartphone while they are in the practice. Credit decisions are immediate, helping increase patients' purchasing power. **CareCredit offers free resources and training** to help you and your team integrate promotional financing into your payment process.

3

PATIENTS MAY NOT WANT ANOTHER "CREDIT CARD"

That may be true. But, CareCredit isn't just another credit card — it is a healthcare credit card, which people appreciate.

With CareCredit, patients have a financial resource they can use to return to their provider for ongoing care. And, a significant percentage of our cardholders may initially use CareCredit for their dental or veterinary needs and then seek providers who accept CareCredit for other healthcare services — from hearing instruments to cosmetic surgery. Patients appreciate and value CareCredit. **97% of CareCredit cardholders surveyed rate the healthcare credit card as a good to excellent value and 97% would recommend it to a friend***.