

Make the Payment Discussion Easier with CareCredit

CARECREDIT

No one wants to deal with Accounts receivable. You want to focus on the patient, not how much money they owe you for your time.

Easy financing can help them accept your complete recommendation. Whether it's a teenager with acne, a young adult needing skin care products, or a mom interested in anti-aging treatments, your patients want healthy skin, but cost concerns may hold them back. Understanding their needs and how to address them helps your practice grow.

Besides medical dermatology, aesthetic procedures and skin care products can help build loyalty and attract new patients. Here's a guide on what patients look for, and how the CareCredit health, wellness and beauty credit card helps them move forward.

1. Help them access the medical dermatology they need.

As healthcare expenses continue to increase, patients must decide what care to accept and how to pay for it. Over half of skin care patients have no insurance coverage.¹ These barriers can lead to slow accounts receivable, which impact your practice.

70% of providers surveyed estimate up to 20% of billing goes uncollected.² With CareCredit, your patients choose a special financing option* to pay for deductibles, copays and costs not covered by insurance. You get paid in two business days.

2. Expand your services to connect with more patients.

Patients turn to providers like you for more than just medical dermatology. Injectables are a popular choice; in 2017, Americans spent \$1.2 billion on injectable procedures, and demand was up 5% from 2016.³ Capitalize on this trend and recommend aesthetic procedures to your patients. 71% of cardholders surveyed said they'd use CareCredit for minimally invasive procedure.¹ And, CareCredit cardholders on average have an 8x higher spend than on a general purpose credit card.⁴ Once approved, patients can use their card to maintain their look without having to reapply.*

3. Round out their plan with skin care products.

From acne to daily skin care to antiaging, patients want products to fit their lifestyle. 1.35 million Americans spent \$500 or more on skin care products over a three-month period in CareCredit. Offering products and procedures helps keep patients returning for your expertise.

The cost of a complete plan adds up. Patients often consider whether they need to withdraw from savings or save up to pay for care.¹ With CareCredit, they have a way to fit healthy skin into their budget.

Implement these three things with CareCredit, and achieve powerful results for practice and patients.

LEARN MORE

Call 855-244-3973 or visit [carecredit.com/aad](https://www.carecredit.com/aad)

¹ CareCredit Path to Purchase – Cosmetic, 2018.

² CareCredit Healthcare Payments Benchmark, December 2017.

³ American Society for Aesthetic Plastic Surgery Cosmetic Surgery National Data Bank Statistics, 2017.

⁴ CareCredit 2017 Analytics and The Nilson Report–February 2016 ed., 50 largest U.S. Visa & Mastercard Credit Card Issuers data table.

⁵ "Why you don't need to spend a fortune on skincare." MarketWatch, March 30, 2018.

<https://www.marketwatch.com/story/why-you-dont-need-to-spend-a-fortune-on-skincare-2018-03-30>; Accessed May 2019.

*Subject to credit approval. Minimum monthly payments required.

See [carecredit.com](https://www.carecredit.com) for details.



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