



## Six busted myths about flexible financing with CareCredit.

Here are the answers to some of the most common misconceptions veterinary teams have about the CareCredit health and pet care credit card.



### **MYTH 1:** Clients don't need both CareCredit and pet insurance.

**BUSTED:** CareCredit works together with pet insurance to keep pet owners better prepared for a Lifetime of Care.

- Client pays with CareCredit credit card
- Client files a claim with pet insurance
- Client is reimbursed for all eligible expenses from pet insurance



### **MYTH 2:** CareCredit costs too much for my practice.

**BUSTED:** Focus beyond the merchant fee. CareCredit can help drive cash flow and increase overall revenue while simplifying compliance.

- When a client pays with CareCredit, your practice gets paid within two business days.
- If cardholders delay payment or default, it's not your responsibility.\* The financial relationship is between CareCredit and the cardholder.
- There are no annual fees.
- Providing a budget-friendly way to pay over time can capture new revenue.
- On average, a client who opened a CareCredit credit card to pay for vet care used it more than 3 times in their first year.
- You can also choose the financing options you want to provide in addition to the 6-month deferred interest offer on purchases of \$200 or more.

**MORE MYTHS** 



**More than 50% of pet owners would use a credit card dedicated to financing care for their pet.<sup>1</sup>**



### **MYTH 3:** CareCredit is only for unexpected costs.

**BUSTED:** The CareCredit credit card can be used to pay for any service or product you offer including:

- Wellness Exams
- Senior Care
- Prescriptions
- Surgery
- Diagnostics and Tests
- Boarding
- Supplements
- Vaccinations
- Emergency Care
- Grooming
- Parasite Control
- And more



### **MYTH 4:** My clients don't want another card.

**BUSTED:** CareCredit is different than other credit cards. It's a dedicated health and wellness card for people and pets that gives cardholders access to special financing options that allow them to pay over time. Cardholders can use the card again and again without having to reapply.



### **MYTH 5:** CareCredit doesn't approve a lot of consumers for their card.

**BUSTED:** The CareCredit credit card is one of the largest health and wellness cards in the U.S. We average over 6,300 new accounts per day or close to 200,000 new accounts per month.



### **MYTH 6:** My team doesn't have time to explain financing.

**BUSTED:** We know your team is busy. That's why we've done everything to make the experience as efficient and time-friendly as possible. The all-digital experience means clients can learn about CareCredit from the comfort of their phone or computer. The financing conversation is as easy as "Just scan the code."



*Scan here to see how it works for clients.*

**For questions and ideas, contact your Practice Development Team at 800-859-9975 (option 1, then 6)**