

CareCredit® Solutions: Case Study



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“CareCredit has increased case acceptance at our practice by over 30%. ”

“Most people are close to the max on their credit cards. Being able to offer CareCredit has been extremely beneficial to our practice — especially the No Interest plans. Everyone wants the No Interest plans, and that helps increase treatment acceptance.

For me, CareCredit helps because we’re no longer the ‘bank.’ It frees my time up from trying to collect money that’s due. We get the money right away; it’s in our doctor’s account in 48 hours. So I don’t have to chase it down, I know it’s there.

CareCredit makes things easier for me — and our patients. When a patient has CareCredit, they don’t have to worry about how they are going to pay. So more and more patients say, ‘Yes,’ to higher-ticket treatment like cosmetics and implants, while fewer patients cancel appointments or are no-shows. Recently we had a 90-year-old woman who received six crowns on her front teeth. We did three in December and three in the beginning of January, all through CareCredit. And now she has a wonderful smile! I also had a long-standing patient who needed about \$600 worth of treatment. Her insurance was very limited. Once I explained CareCredit was a credit line for her dental needs, she applied, received the work, and ended up thanking me for making it so easy.

CareCredit just keeps getting better. I am processing more applications than, say, just a year ago. We have a strong commitment to our patients. CareCredit is a part of this commitment to helping patients get the dental work they need and want done.”

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