

CareCredit® Solutions: Case Study



Tatianna Powzaniuk
Financial Coordinator
Orangeburg, NY

Dental Arts
of Rockland

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"About four years ago, our practice management consultant strongly recommended we stop offering in-office financing and use CareCredit. In fact, she just raved about it! We had high Accounts Receivable and we needed to do something about it. At the time, I thought only in a perfect world could we truly stop billing patients. But, it's been amazing. Our patients have accepted CareCredit as our only monthly payment plan — they especially like the No Interest options. And happily, we've increased case acceptance by 20% and virtually eliminated A/R.

CareCredit has increased our case acceptance. Actually, it's even encouraged patients to do additional treatment they had been considering, but may have been delaying because of cost. We've had people use CareCredit to take care of urgent dental needs, but because they were given additional credit, decided to get some cosmetic work done also.

As a financial coordinator, I begin every consultation believing the patient wants to do the treatment, and I'm here to help them find a comfortable way to pay. That's why we offer CareCredit! And I absolutely love the new Pre-Approval option. It is another tool I use to make the consultation go smoother, because I am confident I can give them a financial solution, even before we talk about money.

Adding CareCredit to reduce A/R was a no-brainer. But it has more than met our expectations; it has exceeded them by helping to increase case acceptance and production. Now, I'm the one raving about the program!"

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