

# Prevention = Retention

Health & Wellness as a Patient Experience Driver



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# Meet your Presenters



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Strategy  
& Initiatives

# Third-party Financing – The CareCredit Solution

The CareCredit credit card  
is a  
proven solution in  
healthcare financing for

**30+ years**



**Synchrony – offering financing in retail for 80+ years**

# A proven payment solution for out-of-pocket healthcare costs

By the numbers



**11M<sup>+</sup>**

active cardholder  
accounts




**210K<sup>+</sup>**

locations in the  
acceptance network



**\$35B<sup>+</sup>**

Available credit of  
all cardholders

A close-up portrait of a Black man with a warm, friendly smile, looking upwards and to the right. He is wearing a white lab coat over a light blue collared shirt. The background is softly blurred, suggesting an indoor setting like a clinic or office.

**Improving the patient  
experience by prioritizing  
wellness**

**Improving retention and  
building a practice through  
prevention**

**Encouraging and prioritizing  
proactive wellness with  
communication tools**

**Empowering patients to pay  
for wellness**



**Improving the  
patient experience by  
prioritizing wellness**



Rising **out-of-pocket costs**<sup>1</sup> can impact preventative care because patients may not think they can afford care.

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# Delaying or declining care may result in:

Surprise health conditions

Long-term consequences

Increased risk of chronic illness

**PREVENTION IS KEY**





# Provider Opportunities:

Prioritize wellness conversations

Help patients understand risks

Prepare for potential conditions

Develop a game plan to address financial concerns

# Patient Benefits:

Invested in their own care

Empowered to make the right choices for their health

Supported by providers who want the same thing

Make financially sustainable decisions



Patients will **appreciate** knowing they have a provider they can **trust** to help them navigate their wellness journey.

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**Improving retention  
and building a practice  
through prevention**



Nationally, Americans use preventative services  
at about **half** the recommended rate.<sup>2</sup>

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# Provider Opportunities:

Focus more on prevention

Build a stronger relationship

Address financial aspects

Improve patient retention

# Patient Benefits:

Understood by their provider

Supported in their wellness  
journey

Empowered to overcome  
financial challenges



Reaching even one patient with a message and  
means to inspire better preventive care can  
**make a difference.**

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**Encouraging and  
prioritizing wellness with  
communication tools**



Patients may want **highly personalized, engaged experiences** as a result for paying more out-of-pocket.

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# Provider Opportunities:

Incorporate technology

Encourage self monitoring

Use data from technology to assess health and recommend treatment

# Patient Benefits:

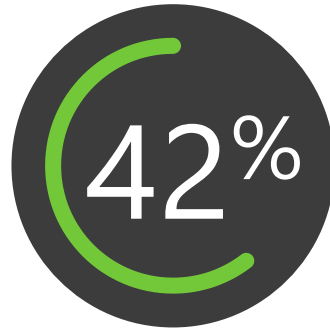
Empowered in their wellness journey

More aware of their health

Motivated to make lifestyle changes



# Empowering Patients to Pay for Wellness



42% of cardholders say they would have  
**postponed** or **not done complete  
recommendation**  
if CareCredit was not available<sup>3</sup>

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# Provider Opportunities:

Engage patients in productive conversations

Help patients feel informed

Offer innovative solutions to pay for care

Encourage better health outcomes

## Patient Benefits:

Motivated to pay for treatment

Supported with payment solutions that fit their budget

Empowered to engage in prevention treatment options

Reassured that it's beneficial to take a proactive approach

# Third-party Financing – The CareCredit Solution

## A Win-Win for Providers and Patients

- Guaranteed payment in two business days
- Non-recourse for providers\*
- Save time on billing and collections
- Patients can pay over time and not delay care or treatment\*\*
- Promotional financing for patients\*\*\*





By helping patients feel informed and empowered, providers can make a real difference — **for patients, communities, their organizations, and the system overall.**

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# Questions

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Connect with us!

[carecredit.com/beckers](https://carecredit.com/beckers)



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[www.carecredit.com/beckers](http://www.carecredit.com/beckers)



## Sources:

1. InstaMed, Trends in Healthcare Payments Eighth Annual Report: 2017, published May 2018
2. Centers of Disease Control and Prevention, Preventive Health Care, <https://www.cdc.gov/healthcommunication/toolstemplates/entertainmented/tips/PreventiveHealth.html>, September 15, 2017
3. CareCredit Engagement Study Q2 2018

\*Subject to the representations and warranties in the CareCredit Agreement warranties in your Agreement with CareCredit, including but not limited to only charging for services that have been completed or that will be completed within 30 days of the initial charge, always obtaining the patient's signature on in-office applications and the cardholder's signature on the printed receipt.

\*\*Subject to credit approval.

\*\*\*Subject to credit approval. Minimum monthly payments required.