CareCredit® | SALUCRO®

Creating Marketing Touchpoints Throughout the Patient Financial Journey

A quick guideline to enhance your marketing touchpoints and help improve patient engagement.

Care Is Needed
Attract patients with a positive online reputation.

Monitor your reviews on multiple platforms like Vitals, Healthgrades, Google, Facebook, and Yelp

Address Negative Reviews:
» Create a Standard Operating Procedure
» Provide Messaging
» Set a Timeline
» Collaborate with Revenue Cycle Teams to Resolve Issues

Schedule An Appointment
Create a fast, intuitive patient experience.

Keep website content up-to-date
 » Customize Your Messaging

Offer digital payment experiences similar to other online retailers

Highlight payment and financing options

Check In
Streamline your messaging across the revenue cycle.

Create scripting to keep your team consistent

Keep your team well-informed about all your payment functionality:
» Financing Options
» Payment Plans
» Payment Types

Create a plan to show your patients how to navigate your online bill pay

See Healthcare Provider
Showcase your marketing materials in the office.

Create marketing materials that highlight your payment options, payment plans or other messages that are important to your practice.

Examples of promotional materials:
» Flyers
» Posters
» Brochures
» Front Desk Sign

Check Out
Offer retail-like payment options.

Offer contactless payment options for a safe and convenient check out experience

Use scripting to review financing and payment plan options

Receive Invoice
Engage patients with convenient invoicing options.

Provide invoices that are clear and concise

Offer multiple ways to receive invoices
» Paper Statements
» E-Statements
» Text-To-Pay Notifications

Clearly outline how to pay
» Pay Online
» Pay By Phone
» Pay By Mail
» Text-To-Pay