



Educate and Empower
Patients to Get Life
Changing Hearing Health

Welcome and Introductions



Jared Brader

CEO/Marketing System Architect/ Growth
Strategist / Business Coach/ Audiology Clinic
Owner / Speaker / Philanthropist

Hearing and Brain Centers of America
“Dementia Begins and Ends Between the Ears”

Welcome and Introductions



Travis Tullis

AVP, Client Partnerships – H&W Installment
Synchrony Bank

Different Patient Payment Preferences



Patients have different considerations and decision points along their hearing health journey.

They have different financial situations, healthcare wants and needs, and attitudes/preferences towards payment options.

People prefer having options so they can choose what works best for them.

Different financing options have different benefits.

Some may look for smart ways to use their money, such as promotional financing.

For some, it's not the total cost- it's fitting payments into their monthly budget.



Two Popular Types of Credit From One Company



Healthcare Credit Card



Installment Loans

The CareCredit Credit Card



Revolving credit card can be used again and again at more than 266,000 enrolled locations

More payment options may help more patients accept optimal technology and **achieve life-changing outcomes**

No Interest if paid in full within the promotional period on purchases of \$200+

May help positively impact cash flow, patient satisfaction, reviews and referrals.

Pay over time with convenient monthly payments

Prequalification check enables patients to see if they prequalify with no impact their credit score

*Health & Wellness 2022 Analytics and 2022 U.S. Census Bureau

The CareCredit Credit Card



1 in 10 US Residents have or have had a CareCredit credit card*

Total average
unique visitors
per month to
carecredit.com:
2.8+ million

January–December 2022 Adobe Workspace Report

\$3,177

is the average first
ticket for a patient
opening a CareCredit
credit card in an
audiology practice.

*Health & Wellness 2022 Analytics and 2022 U.S. Census Bureau

Allegro Credit Installment Loan Option



LEASE



INSTALLMENT
LOAN

Allegro Credit Installment Loans



Installment loan provides predictable monthly payments with fixed interest rate and pay off date

More payment options may help more patients accept optimal technology and **achieve life-changing outcomes**

Installment Loan with **Waived Interest option** if paid in full within the promotional period may be available

May help positively impact cash flow, patient satisfaction, reviews and referrals.

Prequalification check enables patients to see if they prequalify with no impact their credit score

Patients can upgrade to **new technology** and **pay over time with monthly payments**

Together a Range of Payment Options



Healthcare Credit Card



Installment Loans

Q&A: Discussing Financing Options at Key Decision Points



In marketing



On the phone



In the office



Tested not treated

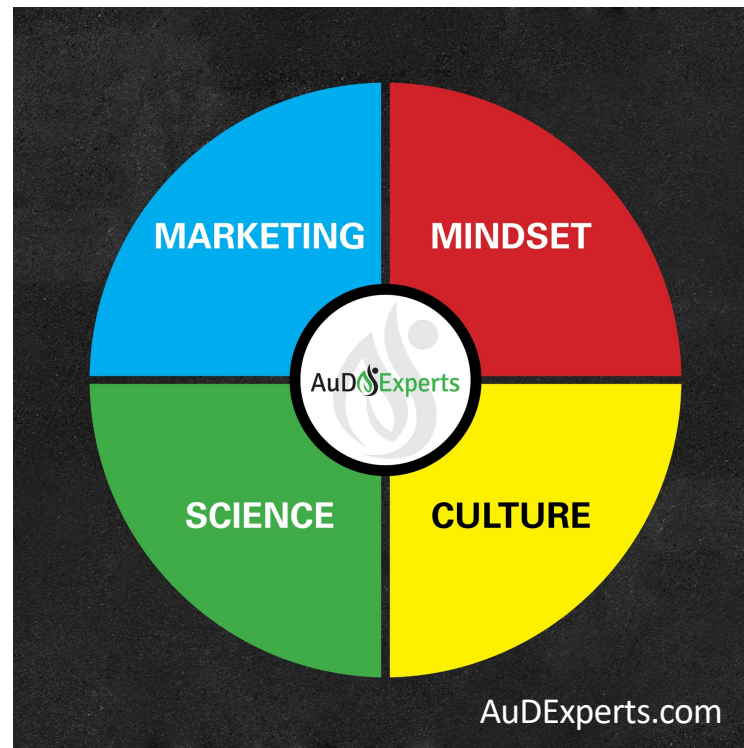


Visit **AudExperts.com** for insights on how to use patient affordability to make your practice financially healthy.

Allegro Credit/installment?

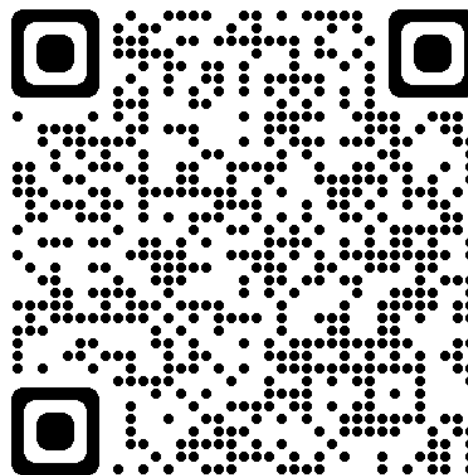
QR code?

Best Practices





Visit **AuDExperts.com** for insights on how to use patient affordability to make your practice financially healthy.



Scan
Here

Good for Patients, Good for You



**2 PREVENTING
2 DECLINE
4 SUMMIT**

AGENDA

**Become a Certified Dementia Practitioner
& Implement Neuroscience-Based Best-Practices
for the Medical Treatment of Hearing Loss.**

**W/ Special Guest Speaker:
Dr. Ballachanda, AAA-President**

**Dr. Keith N. Darrow, Ph.D
Neuroscientist**

**Dr. Cliff Olson, Au.D.
Best Practices Advocate**

March 15-16, 2024 • Scottsdale, AZ
1.0 CEUs (AAA) / 10 CEs (IHS)

CognitiveHearingCare.com

Sponsored by **AuDExperts**
The Champions of Private Practice

CognitiveHearingCare.com

Good for Patients, Good for You



NeuroscienceBootcamp.com





Q&A