

## 10 Ways to Build Patient Financing Into Your Marketing Strategy

Among adults who have not visited the dentist within the past year, 59% cited cost as the reason.<sup>1</sup> And, for those who do visit the dentist, payment considerations are top of mind before ever stepping foot in the office.

When it comes to helping patients commit to their dental care, providing financing options can be a powerful tool to help patients plan and budget for the treatment they need.

The challenge is how to let patients know that financing options exist before ever sitting in the chair. This means making

financing visible throughout your patient journey—as you attract patients using your website, in how you manage patient communication via email and text messages, and as patients arrive at your office. When you generate awareness about your financing options, patients experience less financial stress, and you're likely to see higher case acceptance, fewer cancellations and no-shows, and ultimately more production.

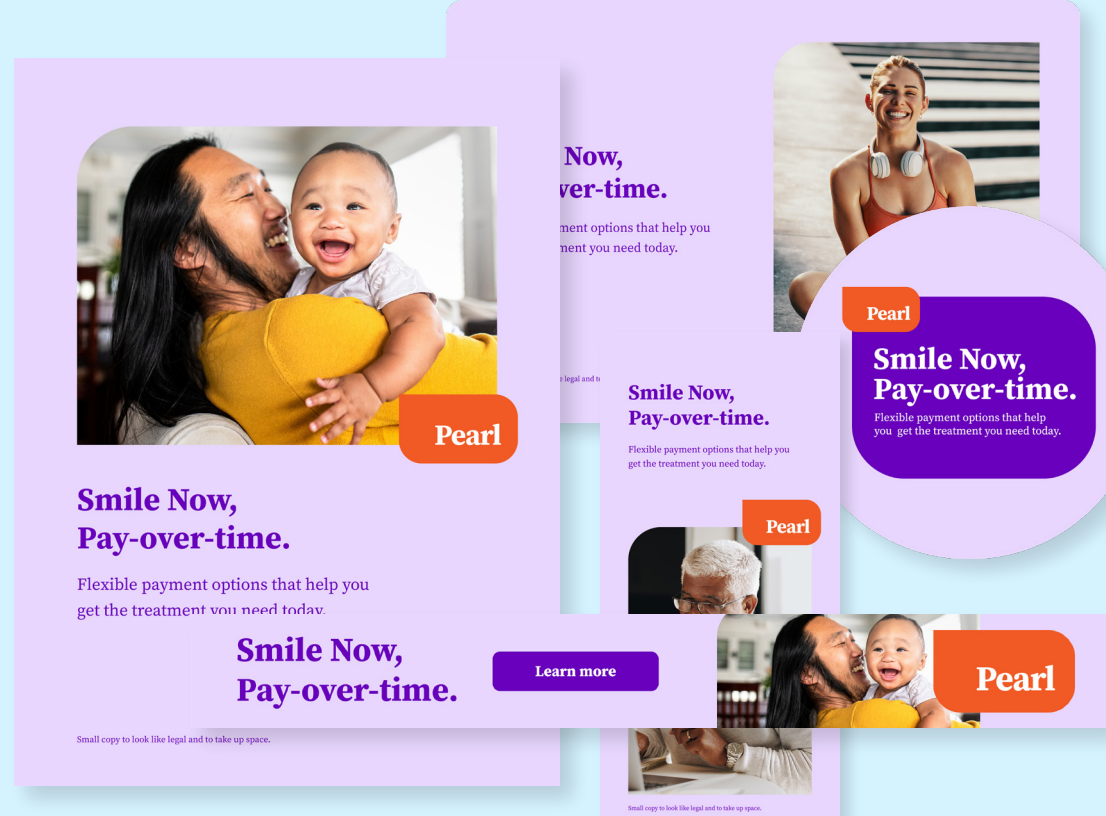
# 59%

of adults cited cost as the reason for not visiting the dentist in the past year.

**With this in mind, here are 10 ways to start marketing your pay-over-time options today:**

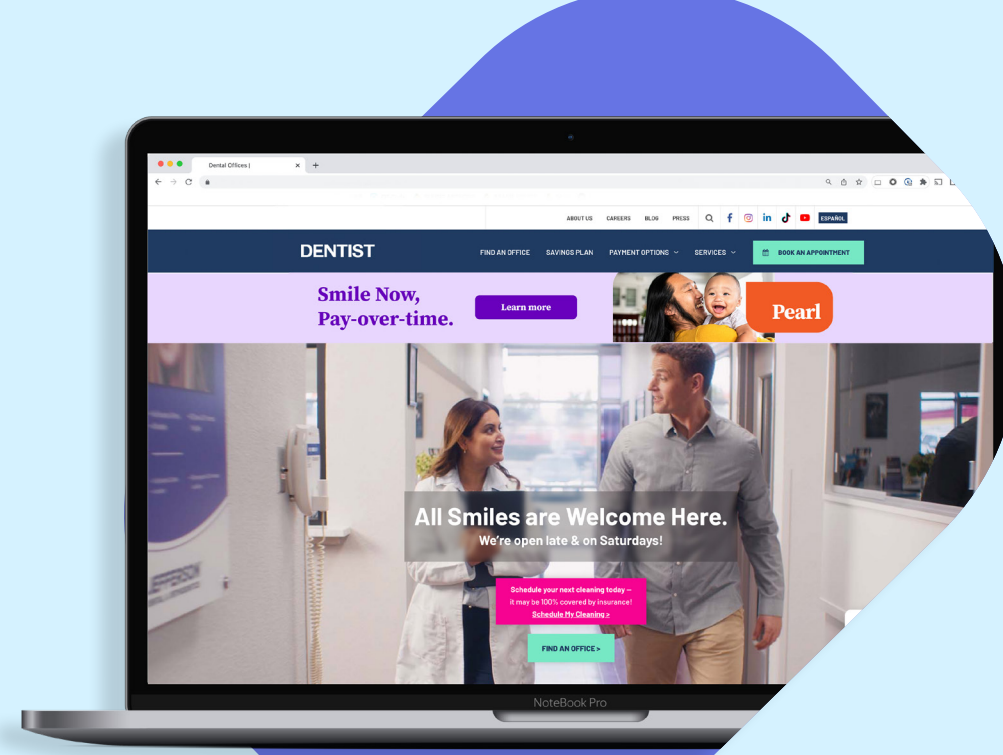
### 1

**Identify what's in your toolbox.** Contact your patient financing vendors for digital and print marketing materials. Chances are they have the materials you need to start marketing your options and can share best practices for how to use them. They will be happy to help you.



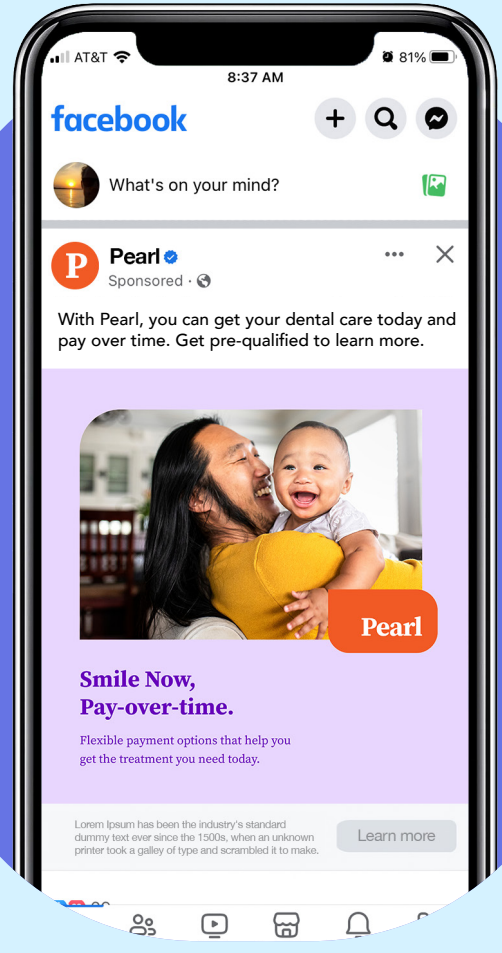
### 2

**Add patient financing options to your website.** Include a section about your payment options and include patient financing. Make it clear what those financing companies are and the benefits each offers patients.



### 3

**Make social media posts about your financing options.** Set up a regular cadence of social media posts highlighting that patients don't have to pay all at once for dental care. Remind them how simple it is to see what their options are.



### 4

**Add financing to your appointment confirmation communications.** Are you texting and/or emailing patients appointment confirmation details?

Make sure to include financing options and share a pre-qualification link so patients can see what they're approved for before ever stepping into your office.



**Get Pre-qualified**

### 5

**Include financing in your appointment reminder emails and text messages.** Just like #4, share your financing options again when you send your reminder messages. Don't forget the pre-qualification link too.

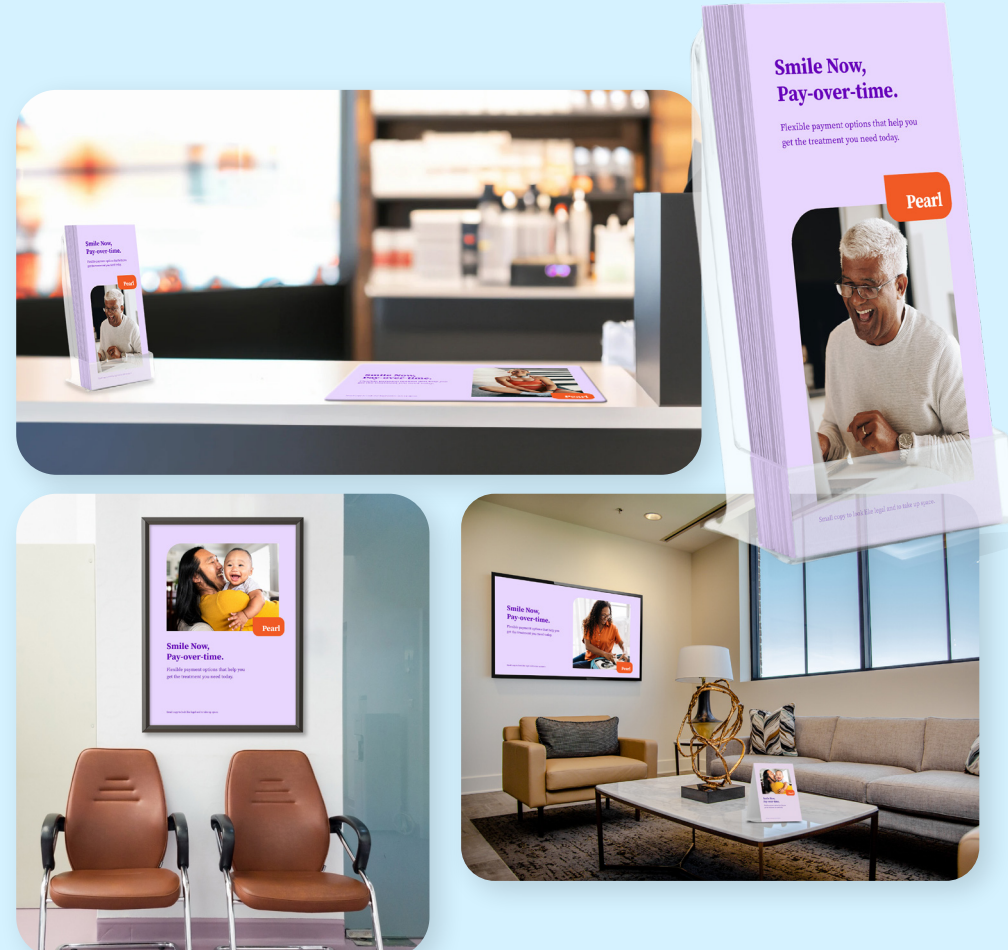


### 6

**Include your financing options on new patient intake forms.** Help alleviate the stress new patients feel by adding a section to your new patient intake forms that addresses your financing options. The section doesn't have to have them do anything other than simply stating the options you offer and how they can apply.

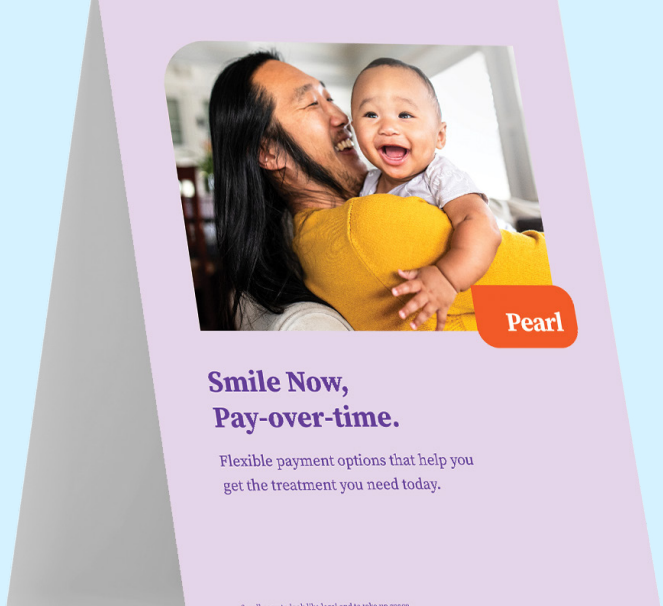
### 7

**Add signage about your financing options to your lobby.** You may want to include a window cling in your entryway, a countertop mat for the receptionist counter, a poster for your waiting area, a table tent for your lounge tables, informational brochures, and more. Be sure to ask your vendors for materials as you shouldn't have to build these on your own.



### 8

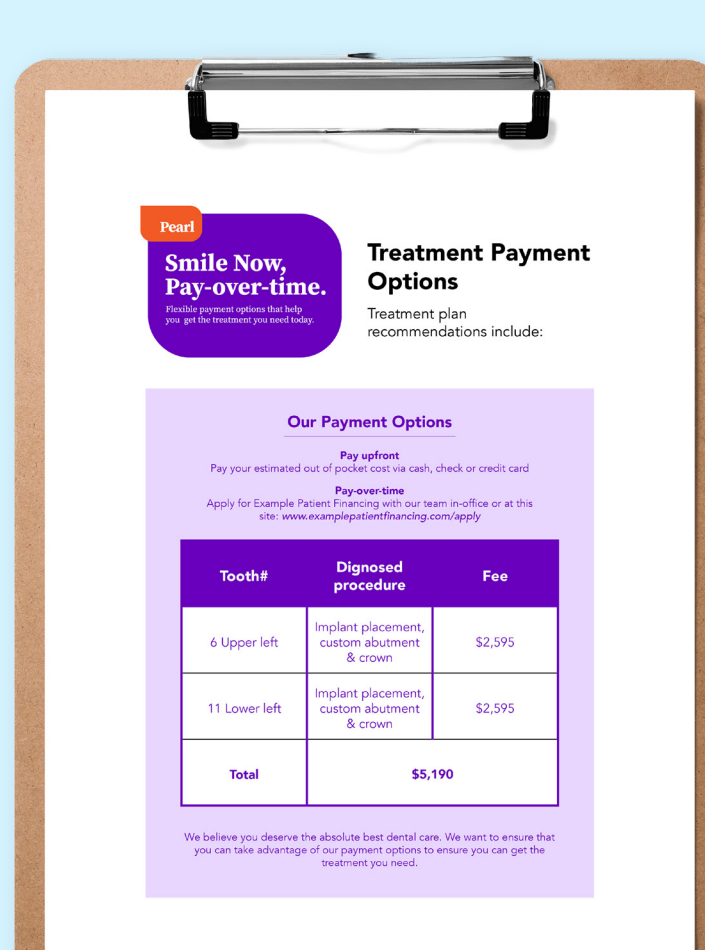
**Add signage to the consultation office.** Materials you may want to include here will be similar to the materials you place in the lobby—brochures, posters, and countertop mats can ensure patients are aware of their financing options before you talk about the treatment cost.



### 9

**List your payment options on treatment plans.**

Don't wait for patients to get uncomfortable about price in order to mention your patient financing options. When reviewing a treatment plan with the patient, always list out all of their payment options—cash, check, credit card, patient financing, etc. and walk them through each. When you get to financing, offer to show them how it works.



### 10

**Reconnect with established patients by sending an email about your patient financing options.** Use this email as an opportunity to stay top of mind and remind patients that they don't have to pay for everything upfront and can split the bill into easy payments. Include your pre-qualification link as well and reach out to anyone that completes the pre-qualification process so you can proactively book new appointments.



**Get Pre-qualified**

Remember, offering financing to every patient maximizes opportunities to say “yes” to needed dental care. By weaving patient financing into your communication touchpoints, you'll help more people overcome cost barriers, providing a

stress-free experience, and a fuller schedule.

To learn more about Sunbit's pay-over-time technology available at thousands of dental practices across the country, visit [sunbit.com/dental](https://sunbit.com/dental).