



News Release

CareCredit Announces Strategic Technology, Marketing and Credit Partnership with Dental Communications Platform Provider Lighthouse 360

*Lighthouse 360 Chooses CareCredit, a Synchrony Solution, as Preferred Credit Card Provider to Help Patients Ease
Dental Payments;
Long-term Partnership to Simplify and Ease Patient Customer Experience*

Costa Mesa, CA and JACKSONVILLE, Fla. – May 16, 2019 – CareCredit, a leading provider of health, wellness and personal care credit products and Lighthouse 360, a Henry Schein One brand patient communication software platform for dental practices, today announced a preferred partnership to allow patients to finance their oral health needs through the platform. The deal includes Lighthouse 360 incorporating CareCredit financing education, data and credit products into its automated email communications.

When patients have an out-of-pocket investment for their dental care needs, cost can be a concern and barrier to treatment. To help overcome this challenge, Lighthouse 360 has updated its patient communications to include information about CareCredit financing – most notably adding this messaging to automated Treatment Plan Reminder emails. The combination of consistent reminders about dental care with proactive information about financing options helps dental teams alleviate patient’s cost concerns and encourages them to schedule and complete treatment.

“When patients leave the practice without committing to dentistry, they may have unspoken cost concerns,” said Doug Hammond, senior vice president and general manager at CareCredit. “Patients may have other financial commitments which they feel they have to prioritize over treatment. Our partnership with Lighthouse 360 and inclusion in patient communications makes it easy for doctors to let patients know the benefits of CareCredit and encourage them to move forward with needed care.”

“This partnership with CareCredit will provide easier access to payment options for patient’s dental care,” said Micah Dickerson, vice president of product at Lighthouse 360. “The combined forces of CareCredit and Lighthouse 360 will help more patients stay healthier and help practices to present and complete more treatment.”

About Lighthouse 360

Lighthouse 360 – a Web.com brand since 2016 – automates dentists’ daily consumer interactions and office routines such as appointment reminders, leading to improved operational efficiency and business results. The award-winning software has helped customers increase production by an average of 30 percent, and its features designed to boost practice efficiency, on average, save dental practices 16 hours per week and eliminate seven hours of weekly phone time for the front desk. For more information about Lighthouse 360, visit www.lh360.com or call 855-888-6474

About Henry Schein One

Henry Schein One, founded in 2018, is the world's largest dental practice management software company. Headquartered in American Fork, Utah, the company includes Henry Schein's market-leading solutions of

Dentrix, Dentrix Ascend, Dentrix Enterprise, Easy Dental, and TechCentral, as well as international companies, including Software of Excellence, Logiciel Julie, InfoMed, Exan, and LabNet, among others. Also included in Henry Schein One are the dental businesses of Internet Brands, including web-based solutions such as Demandforce, Sesame Communications, Officite, DentalPlans.com and more. The new company integrated more than 40 software brands and employs approximately 1,500 people. For more information, visit www.henryscheinone.com.

About CareCredit

CareCredit, a Synchrony solution, is a leading provider of promotional financing to consumers for health, veterinary and personal care procedures, services and products. For more than 30 years, CareCredit has helped millions of people by offering special financing options with convenient monthly payments. CareCredit is accepted at more than 220,000 locations for a wide variety of health and wellness procedures, treatments, products and services. More information can be found at www.carecredit.com/hfma.

About Synchrony

[Synchrony](http://www.synchrony.com) (NYSE: SYF) is a premier consumer financial services company delivering customized financing programs across key industries including retail, health, auto, travel and home, along with award-winning consumer banking products. With more than \$140 billion in sales financed and 80.3 million active accounts, Synchrony brings deep industry expertise, actionable data insights, innovative solutions and differentiated digital experiences to improve the success of every business we serve and the quality of each life we touch. More information can be found at www.synchrony.com and through Twitter: [@Synchrony](https://twitter.com/Synchrony).

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