

Technical Instructions

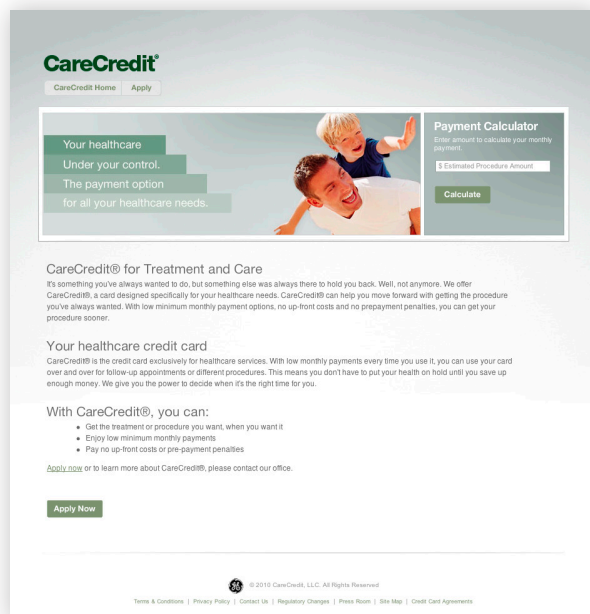
Adding a CareCredit link to your practice website can help increase its ranking in online search engines like Google



The CareCredit Website Toolkit contains multiple web assets for you to easily customize your website to include banners, buttons, a payment calculator, sample webpage, and custom apply link. These web assets help you create links to carecredit.com and enable patients/clients to apply for CareCredit directly from your website. These technical instructions are a quick guide to help you incorporate these assets into your site. A practical knowledge of HTML is strongly recommended to implement Steps 3 through 5.

STEP 1 Download Web Assets

In the Website Toolkit, use the menu on the left to browse the sections and find the assets you want for your website. Click the link to download each asset to your computer. Select the file(s) you want to use on your webpage and upload them to the same directory as the page you will be editing.

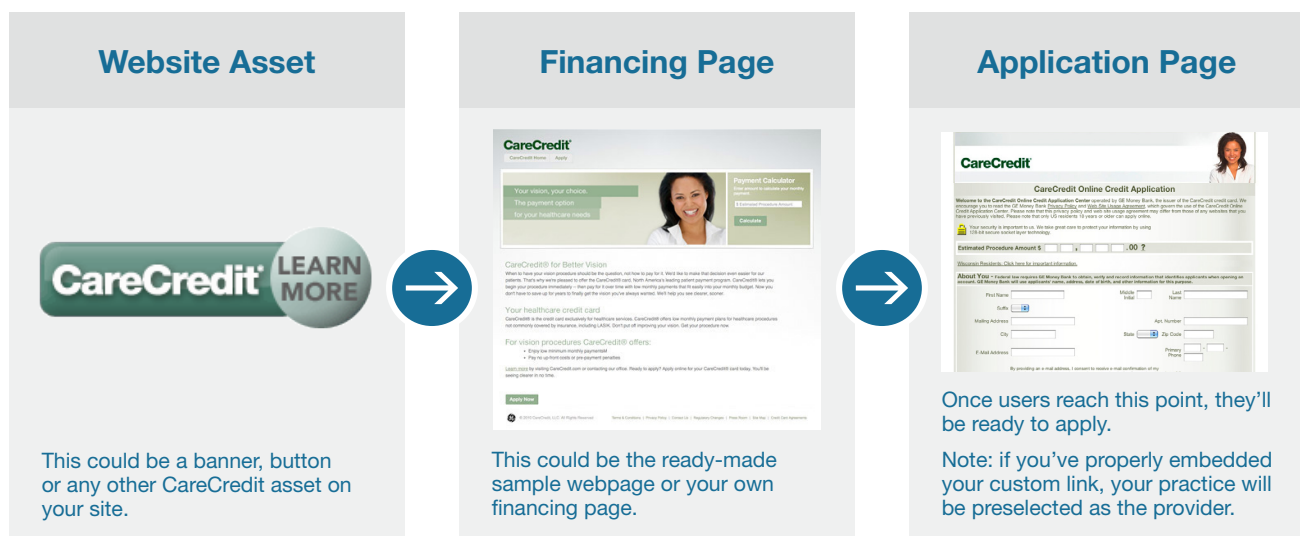


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STEP 2 Insert HTML Code Into Your Webpage

Use your HTML editor to open the webpage you want to update. Copy and paste the appropriate HTML code from the specific asset section of this document. Make sure to change the filenames to match the names of the assets you uploaded to your website in Step 1.

For a visual depiction of the path visitors follow when they click on the CareCredit assets placed on your website, please reference the graphic below.



STEP 3A Inserting a Sample Webpage

Your sample webpage is a pre-built, pre-coded page that utilizes assets from the Website Toolkit. Simply embed your custom apply link into the CareCredit sample webpage and code it to lead applicants to the CareCredit application process (see step 4). Then just upload it to your web server.

NOTE: In its current form, the sample webpage highlights a single plan. A simple HTML text update will customize the sample webpage to highlight all the plans your practice offers, or just the plan(s) you would like to promote.

STEP 3B Inserting Banners

The “Banners” section contains static and animated banners. Animated banners use multiple screens to present a dynamic message about how fitting recommended care and procedures into a budget is easy. Link all banners placed on your site to the CareCredit sample webpage.

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STEP 3C Inserting Buttons

The “Buttons” section contains button graphics that provide a direct call-to-action and link for your website visitors to learn more or apply for CareCredit. Link all buttons placed on your site to the CareCredit sample webpage.

STEP 3D Inserting a Payment Calculator

The payment calculator allows you to show visitors what their estimated CareCredit monthly payment might be. The calculator displays results in a new page and even comes pre-coded on the CareCredit sample webpage, but can be inserted as a stand-alone asset on any page of your website.

To add the payment calculator to your website, click to download the zip file containing the necessary HTML code. When prompted, choose to save the zip file to your ‘Downloads’ folder, or a location where you can find it easily. Once the zip file has downloaded, go to the folder containing the file and double click to extract the HTML code. Copy and paste the HTML code into the webpage of your choice using your preferred web editing program or interface.

STEP 4 Creating a Custom Link for the Apply Process

We strongly recommend that providers create a “custom apply link” for links that lead your website visitors to the CareCredit apply process. When a custom apply link is used, you will be able to identify the applicants that came from your website. This enables you to follow-up with patients/clients who apply for CareCredit but never schedule an appointment for their procedure. Additionally, a custom apply link allows applicants to leave your site and proceed to the CareCredit application process without having to re-enter your information. Insert your custom apply URL link to any link or asset on your site that will lead visitors to the CareCredit apply process.

In order to create your link, click the link in the Website Toolkit or visit carecredit.com/customapply and request your custom apply link. You will need your CareCredit Merchant ID and Zip Code.

Enter an email address and the custom apply link will be emailed to you. Click the submit button and your custom apply link will be shown on screen. If you need to access your custom apply link in the future, simply input your information again.

If you code the “custom apply link” properly it will send patients/clients directly to the CareCredit application. If the applicant is asked to “Find a Doctor,” the custom apply link is not properly implemented. Note: Custom apply link URL is case-sensitive.

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STEP 5 Save and Upload

Once you have added the HTML code, save your changes and close the file. Upload the new page to your website.

NOTE Additional Assets

Upon logging on to the Advertising Toolkit, you will access your default CareCredit market. Each market includes assets that are customized with language and imagery for that market. It is possible to access additional assets (within other markets that CareCredit serves) outside of your default market by following these simple instructions:

1. Log on to the CareCredit Advertising Toolkit
2. In the Address Bar of your web browser, replace the URL with the specific market URL you would like to access:

Audiology: carecredit.com/adtoolkit/audiology/toolkit.html

Cosmetic: carecredit.com/adtoolkit/cosmetic/toolkit.html

Dental: carecredit.com/adtoolkit/dental/toolkit.html

Other Healthcare: carecredit.com/adtoolkit/healthcare/toolkit.html

Veterinary: carecredit.com/adtoolkit/veterinary/toolkit.html

Vision: carecredit.com/adtoolkit/vision/toolkit.html

NOTE: you must be logged on to the Advertising Toolkit in order to access other market assets. In the future, when you log on you will be directed to your default market.

CareCredit HTML Code Table

HTML Code	
<p>Apply Page with custom link implementation</p> <p>REMINDER: we strongly recommend using a custom link when linking users to the apply process</p>	<p>To use the custom link process, replace the “apply now” link with the following framework that includes your custom generated link from our website (http://www.carecredit.com/customapply/) where the XXXX are equal to the generated link.</p> <pre><!-- Begin CareCredit link code here --> CareCredit Instant Credit Application <!-- End CareCredit Custom link code --></pre>
<p>Apply Page</p> <p>Replace 'FILENAME.jpg' with the name of the image file you would like to use.</p>	<pre><!--Begin CareCredit link code here --> <!--End CareCredit link code--></pre>
<p>CareCredit Landing Page</p> <p>Replace 'XXXX' with the appropriate practice type (cosmetic, dentistry, hearing, lasik, other, vetmed)</p> <p>Replace 'FILENAME.jpg' with the name of the image file you would like to use.</p>	<pre><!--Begin CareCredit link code here --> <!--End CareCredit link code--><!--End CareCredit link code--></pre>