



Web Resources for Healthcare Providers

How-to Guide

for Web Developers

**Technical instructions for quick,
easy and customizable web tools.**



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ADVERTISING TOOLKIT



- Developed exclusively for practices that offer CareCredit® as a payment option.
- Contains multiple, customizable web assets you can add to the practice's website.
- Create links to carecredit.com to enable patients to apply directly from the practice website.

HOW TO:

(You will need your Client's Merchant ID# and Zip Code)

1. Logon to <https://www.carecredit.com/adtoolkit>.
2. Choose CareCredit Provider from the Drop Down Screen if you have the practice's CareCredit Merchant ID# and Zip Code.
3. Enter your Client's Merchant ID#.
4. Enter your Client's Zip Code associated with that Merchant ID#.
5. Click Login.

NOTE: *If you do not have the Practice's Merchant ID# and Zip Code, choose All Other Visitors and click New user to Register.*

CUSTOM APPLY LINK



- A CareCredit®-generated link that embeds the Practice's Merchant ID# into a line of code that allows you to place the code within the Banners/Buttons.
- Directly links the prospective patient to the CareCredit application page, allowing the patient to apply for financing directly, without having to choose a specialty or doctor first (as they would via www.carecredit.com).
- More streamlined online process for practice's patients.

HOW TO:

1. Click the link in the Website Toolkit or visit carecredit.com/customapply.
2. Request a Custom Apply link.
3. You will need the practice's Merchant ID and Zip Code.
4. Enter an e-mail address and the custom link will be emailed to you.
5. Click the Submit button and the custom link will be shown on screen. If the applicant is asked to "Find a Doctor" the Custom Apply link is not properly implemented.

NOTE: *The Custom Apply link URL is case sensitive*

SAMPLE WEBPAGE



- Pre-built and pre-coded page that utilizes assets from the Website Toolkit.
- Can be utilized “as is” or coded to link to the CareCredit® application process. See previous page for Custom Apply Link instructions.
- CareCredit recommends embedding a Custom Apply link into the page and coding it to lead applicants directly to the CareCredit application process. See previous page for Custom Apply Link instructions.
- Includes only a single financing option, but can be customized based on what the practice offers – ask your client what options to include on the web page.

HOW TO:

1. Use the menu on the left in the Website Toolkit.
2. Browse the sections to find the Sample Webpage.
3. Click the link to download.
4. Add the HTML code for Custom Apply link.
5. Choose HTML text update to add additional financing options requested by practice.
6. Save changes and close the file.
7. Upload the customized page to the web server.

PAYMENT CALCULATOR

The image shows a screenshot of the CareCredit Payment Calculator. At the top left, the text "CareCredit" is in a bold, dark blue font, with "Payment Calculator" below it in a lighter blue font. To the right of the text is a small image of a white calculator. Below the text, the instruction "Calculate your monthly payment." is centered. Underneath this is a text input field containing "\$ Estimated Procedure Amount" and a green button labeled "Calculate".

CareCredit®
Payment Calculator

Calculate your monthly payment.

\$ Estimated Procedure Amount

Patients can instantly estimate monthly payments from your client's website

- Results are displayed in a new page.
- Comes pre-coded and embedded on the CareCredit® sample webpage.
- Can be inserted as a stand-alone asset on any webpage.

HOW TO:

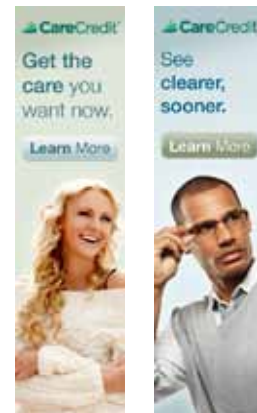
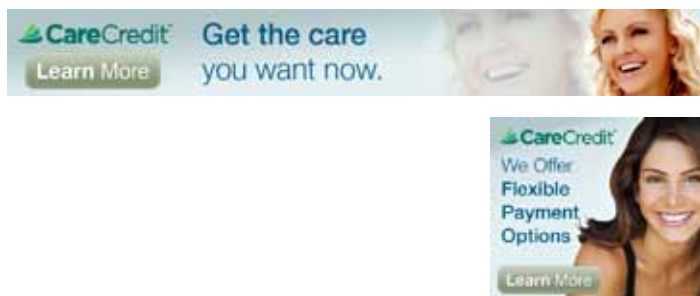
1. Click to download the zip file containing the HTML code.
2. Save the zip file to preferred location.
3. Open folder containing the file.
4. Double click to extract the HTML code.
5. Copy and paste the code into the webpage using your preferred web editing program or interface.

BANNERS AND BUTTONS

- Multiple options, most are customizable to meet practice needs.
- Ideal for home-page placements or other highly visible areas of the website.
- Choose from static/animated banners that can be linked to CareCredit® sample webpage.

Banners

- Choose from static or animated images ranging in size and style to suit the practice's website.



Buttons

- Link to learn more or apply for CareCredit with a Custom Apply link.
- Link to CareCredit sample webpage.



HOW TO:

1. Use the menu on the left in the Advertising Toolkit.
2. Browse the sections to find the specific assets the practice has requested for their website.
3. Click the link to download each asset.
4. Upload to the directory of the page you will be editing.

SOCIAL MEDIA TOOLKIT

- Enhance the practice's social media with messages about CareCredit.®
- The digital library includes all materials you need for Facebook and Twitter.
- The practice must have an existing Facebook business or fan page in order to install the CareCredit Custom App.
- Add a Custom Apply link, too.



Facebook Custom App

- Add the CareCredit Custom App to the practice's Facebook page.
- Provides patient-friendly information about CareCredit financing options.
- Add a Custom Apply link so that patients and clients can apply directly from Facebook.
- Includes a payment calculator so patients can estimate monthly payments.

With the CareCredit healthcare credit card, you can enjoy special financing options* so the care you want and need is always within reach. Call for an appointment today! (*Subject to credit approval.)

Like · Comment · about an hour ago

SAMPLE POST

HOW TO:

1. Go to www.carecredit.com/adtoolkit. You will need: Practice Merchant ID# and Zip Code and the payment options they offer.
2. Verify the Provider information.
3. Configure the CareCredit Custom App.
4. Confirm the Payment Options the practice offers.
5. Install the Custom App to the Facebook page.

SOCIAL MEDIA TOOLKIT



Posts and Tweets

- If you have administrative access, use the sample Facebook posts and Twitter tweets in the Social Media Toolkit to keep the practice's fans and followers up-to-date on their practice.

Need to make an appointment? Come in before [DATE], we'll tell you about CareCredit's 25 Years of Caring program.

↩ Reply □ Retweet ☆ Favorite · Open

SAMPLE TWEET

HOW TO:

1. Go to www.carecredit.com/adtoolkit. You will need: Practice Merchant ID# and Zip Code.
2. Verify the Provider information.
3. Select Posts and/or Tweets approved by the practice.
4. Post to practice's Facebook page/Twitter feed on requested schedule.

TECHNICAL INSTRUCTIONS

CARECREDIT® HTML CODE TABLE

PAGE	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>

PRACTICE REQUEST CHECKLIST

Please use the following CareCredit online tools on my practice website and/or Social Media platforms:



ON MY PRACTICE WEBSITE

- Sample Webpage**
 - As is
 - Add Custom Apply link
 - Customize with practice payment options
- Payment Calculator**
- Banners**
 - Add Custom Apply Link to Banners
- Buttons**
 - Add Custom Apply Link to Buttons



ON MY PRACTICE FACEBOOK PAGE

- CareCredit Financing Tab
- Add Custom Apply link

For Practice Merchant ID# and Zip Code, please contact:

Name _____ Phone _____





**If you or your team needs
help, contact us at
websupport@carecredit.com
or call 800-859-9975.**

