

Getting Started

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Section 1: Why Internet Marketing is Important

Online marketing is one of the most integral parts of a growing practice. According to a recent survey from the National Institutes of Health:

- Almost 60 percent of adults used the Internet as one of their primary resources for medical and health information in 2005
- There is a growing preference toward getting health information directly from a healthcare provider
- The number of people using the Internet to communicate with their provider rose to 10 percent in 2005

Section 2: How Adding CareCredit to Your Web Site Will Benefit Your Practice

The content on your practice Web site is more important than ever before. Including information about CareCredit patient financing on your site can benefit both you and your potential patients.

- Increase your business — visitors can go to your site anytime and quickly learn how easy it is to fit procedures into their lifestyle and budget. Plus, they'll be able to schedule their procedure without delay
- Gain an edge over competition — when people visit your site and see they have flexible financing options, they are less likely to seek out other providers
- Remove cost as a barrier to scheduling their procedure — potential patients may be reluctant to ask about financing and delay their procedure due to financial concerns. You can increase procedure acceptance by educating them about payment options on your Web site

Section 3: Your CareCredit Web Site Tool Kit

The Web Site Tool Kit includes a variety of free tools including banners, sample copy, a sample Web page, buttons and other Web assets you can customize to fit your Web site and the needs of site visitors.

Below you'll find brief descriptions and best practices for implementing each type of asset included in your kit. For more technical information about placing assets on your site, including the HTML tagging necessary to link to the CareCredit application process, please download and refer to the Technical Instruction PDF included in your kit.

Section 4: Setting Up Links on Your Site

You'll find the most effective and efficient way to incorporate CareCredit into your site is to link each Web asset on your site to the ready-made sample Web page or your own patient financing page, embedded with your custom link.

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



We strongly recommend that providers create a "custom apply link" for links that lead your Web site visitors to the CareCredit apply process. When a custom apply link is used it allows applicants to leave your site and proceed to the CareCredit application process without having to re-enter your doctor information. Additionally, this functionality gives you the ability to identify the applicants that came from your Web site and track their transactions allowing you to follow-up with patients who apply for CareCredit but never schedule an appointment for their treatment or care.

In order to create your link, you will need to visit www.carecredit.com/customapply and request your custom apply URL.

You will need your CareCredit Merchant ID and Zip Code.

Enter an email address and the custom apply link will be emailed to you (or to your web producer).

Click the submit button and your custom apply link will be shown on screen. Be sure to copy and paste it in a safe place for future reference.

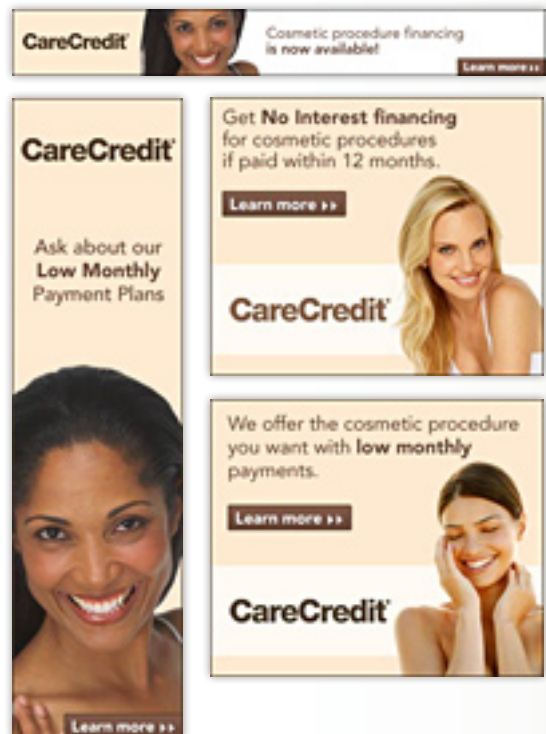
Section 5: Banners

We've created a suite of animated banners featuring various photos and messages designed to fit your practice and catch the attention of potential patients. You can place these on your Web site in fun and impactful ways so visitors can learn about the benefits of paying over time using CareCredit.

Animated banners employ multiple screens to present a strong and dynamic message about how fitting procedures into a budget is easy. These banners are ideal for home page placements, or other high-impact, highly visible areas of your Web site. A static version of these banners is also available.

Section 6: Copy

Your kit contains a variety of copy that can enhance your Web site with optimal descriptions of CareCredit patient financing. These range from a few short sentences to several paragraphs, which can be used in their entirety or as a guide. The full-page version provides the most comprehensive information about available payment options with CareCredit.



Section 7: Buttons

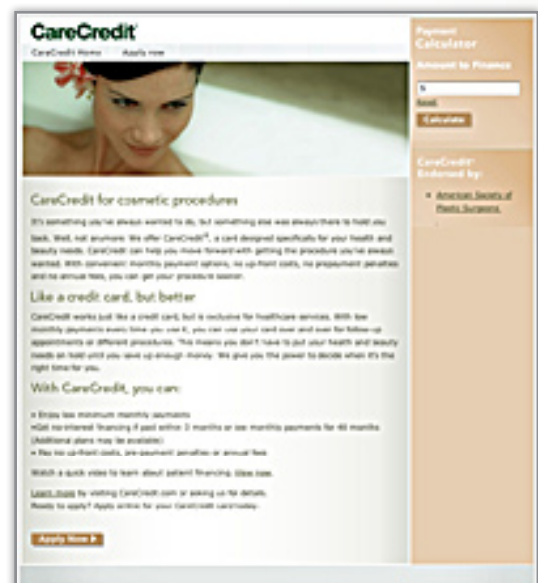
Buttons provide a direct call to action for visitors to learn more or apply for CareCredit. A good place to insert a button is under small amounts of copy about CareCredit patient financing.



Section 8: Sample Web Page

The sample Web page provides a convenient and ready-made landing page created from several of the Web Site Tool Kit components. Add this optimal page "as is" to your Web site. Using the Web page is a simple, effective way to educate potential patients about using patient financing at your practice.

Remember, the sample Web page should be coded to link to the CareCredit application process, so you'll want to make sure to embed your custom link. Please download the Technical Instructions PDF for more information.



Section 9: Customizing Your Sample Web Page

If your practice only offers a select set of payment plans, you can easily customize the Web page provided with a simple HTML text update that shows which no-interest plans (3-, 6-, 12- or 18-month) or low-interest plans (24-, 36-, 48- or 60-month) your practice offers. Currently, the sample Web page highlights a specific plan. You can choose to highlight all of the plans you offer or just the plan(s) you would like to promote.

Section 10: Payment Calculator

With the Payment Calculator, potential patients can conveniently get an estimate of what their monthly payments may be from your Web site, eliminating cost concerns. The calculator comes pre-coded on the ready-made Web page and can also be inserted as a stand-alone piece on any page of your site. To insert the calculator, reference the HTML code located in the Technical Instructions PDF. To implement the stand alone payment calculators, it is recommend that you have a practical knowledge of HTML.



Section 11: Patient Financing Video

As a cosmetic provider, you have access to videos that walk your patients through CareCredit patient financing. With some simple HTML coding, you can set up your sample Web page to link to the video. Please reference your Technical Instructions PDF for information on how to link your Web page to the video.

Section 12: Procedure Animations

CareCredit has teamed with Understand.com to provide you access to over 45 interactive 3-D procedure animations. Please reference the Procedure Animation section in your kit for more information about accessing and placing animations on your site and to find out about special discounts available to you as a CareCredit provider.

Section 13: FAQ

How will incorporating CareCredit on my Web site benefit my practice?

By providing information about CareCredit on your Web site, visitors can learn about their financing options and sign up for CareCredit online. They can find out immediately if they are approved and come with their card in hand and ready for their treatment or procedure. Keeping your potential patients informed about financing options shows you value their business.

I want to showcase CareCredit on my site, but we haven't done much online marketing. Where do we start?

The first thing you'll want to do is read this Getting Started document. This will provide you with a general overview of best practices for using your Web Site Tool Kit. The easiest first step is to insert a sample Web page and a banner or button that links to it on your site. This will give visitors instant access to CareCredit information and they can easily apply when they're ready.

We are new to online marketing. Is it easy to place Web Site Tool Kit assets on my site?

Yes. We've created this Web Site Tool Kit to be simple, easy, and flexible for your practice needs. Simply follow the directions provided with your kit and you'll have an updated site in no time. If you have any questions, just e-mail us at Websupport@carecredit.com.

Why should I use assets that encourage visitors to apply online directly from my site?

When visitors apply directly from your site, they can sign up from the privacy of their own home, get approved instantly and start using their card almost immediately. Plus, applicants won't have to spend time searching for a competitive provider since your practice information is embedded into their application process when you use the custom link.

How will using the custom link option make things easier for applicants?

A custom link streamlines the process for applicants because they can leave your site and proceed to the CareCredit application with your information included already. Since your practice information is embedded into the application process when you use the custom link, applicants won't have to spend time searching for your office in our provider locator.