

## Technical Instructions



This Web Site Tool Kit contains multiple Web assets that you can use to easily customize your Web pages. Web assets included are animated and static banners, a sample Web page, buttons, a payment calculator, and more. These Web assets will help you create links to CareCredit.com, and more importantly, will give your potential patients the ability to apply for CareCredit directly from your Web site. You or your Web master can use these technical instructions as a quick guide for incorporating assets on your site.

### Step 1 – Open your kit

When you open the Web Site Tool Kit CD on your computer, follow the step-by-step instructions to begin browsing Web assets.

### Step 2 – Download Web assets

Follow the on-screen instructions to download the assets you need. You'll be prompted to save each asset onto your computer.

### Step 3 – Upload asset to your Web site

On your computer, browse through the assets you copied. Select the file(s) you want to use in your Web page and copy it to your Web site. You must upload the file to the same directory as the Web page you will be editing.

### Step 4 – Insert HTML code into your Web page

Use your HTML editor to open the Web page you want to update. Copy and paste the appropriate HTML code from the HTML code table. Make sure to change the filename to match the name of the asset you uploaded in Step 3 to your Web site.

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.



## Step 4a – Inserting a sample Web page

Your sample Web page is a pre-built, pre-coded page that utilizes assets from your kit. We recommend simply inserting the file on your webserver in its current form. You'll need to embed your custom link into the sample Web page and code it to lead applicants to the CareCredit application process (see step 5).

NOTE: in its current form, your sample page highlights a single plan. You can choose to highlight all of the plans your practice offers or just the plan(s) you would like to promote. You can easily customize the Web page provided with a simple HTML text update to show which no-interest plans (3-, 6-, 12- or 18-month) or low interest plans (24-, 36-, 48- or 60-month) your practice offers.

## Step 4b – Inserting banners

The "Banners" section contains static and animated banners. The file type determines if it is a static banner or an animated banner. Static banners are the file type .jpeg while animated banners are .gif file types. All banners placed on your site should link to the sample Web page asset.

## Step 4c – Inserting buttons

The "Buttons" section contains button graphics that provide a direct call-to-action and link for your Web site visitors to learn more or apply for CareCredit. All buttons placed on your site should link to the sample Web page asset.

## Step 4d – Inserting a payment calculator

Your kit includes two types of payment calculators that visitors can use to get an idea of what their estimated CareCredit monthly payment might be. The first calculator option in your kit is bigger and allows for results to show up within the calculator space on your site. The second calculator option displays results in a new page. The second payment calculator option comes pre-coded on the sample Web page, but either option can be inserted as a stand-alone piece on any page of your site. To implement the stand alone payment calculators, it is recommend that you have a practical knowledge of HTML.

To insert the larger payment calculator, simply use code below to properly insert it onto your site.

```
<!-- Large calculator html -->
<script type="text/javascript" src="http://carecredit.com/payment_calculator/dmk.js" language="javascript"></script>
<link rel="stylesheet" href="http://carecredit.com/payment_calculator/dmk.css" type="text/css" media="screen">
<div class="calcWrapper">
  <br />
  <!-- you can determine the plans returned by changing the number in "loadIframe(0)" below.
  loadIframe(0) will return all plans loadIframe(1) will return only 2 plans -->
  <form name="calc" onSubmit="return loadIframe(0)">
    <table>
      <tr>
        <td><input type="text" name="amount" value="$" class="txtAmt" /></td>
        <td><input type="image" src="http://carecredit.com/payment_calculator/images_large/button_calculate.gif"
value="calculate" /></td>
      </tr>
    </table>
  </form>
  
  <iframe id="ifrm" name="ifrm" src="http://carecredit.com/payment_calculator/results_start.html" scrolling="auto"
frameborder="0"></iframe>
</div>
```

To insert the smaller payment calculator that displays results in a new page, follow the directions outlined as follows:

Copy HTML code below into Web site page.

```
<!-- Small calculator html -->
<style>
#calculator_small {
  width:250px;
  margin:0 0 0 0;
  padding:0 0 0 0;
  background: url(http://carecredit.com/payment_calculator/images_small/calc_body-bgrd.gif) repeat-y top left;
}
#searchArea {
  width:220px;
  margin:0 0 0 12px;
  padding:0 0 0 0;
}
form {
  margin:0 0 0 0;
  padding:0 0 0 0;
}
</style>
<div id="calculator_small">

<div id="searchArea">
  <form method='get' action='http://www.carecredit.com/payment_calculator/template.html' target="_blank">
    <input type="text" name='amount' value='$' size="16" style="vertical-align:middle;"/>
    <!-- if you have your own stylesheet, you can enter it here, otherwise you can skip this bit below -->
    <input type='hidden' name='ss' value='http://carecredit.com/payment_calculator/template.css' />
    <!-- end optional stylesheet -->
    <!-- you can determine the plans returned by changing the value of ASPS below.
    value='0' will return all plans
    value='1' will return only two plans -->
    <input type='hidden' name='ASPS' value='0' />
    <!-- End ASPS option -->
    <input type="image" src="http://carecredit.com/payment_calculator/images_small/button_calculate.gif"
      style="margin-top:0px; vertical-align:middle;" />
  </form>
</div>

</div>
```

This will place the calculator entry form on a page of the practice Web site and open a new page with the results.

You can change the look and feel of the result page by replacing the value='http://www.carecredit.com/payment\_calculator/template.css' entry with a link to your own .css file.

## **Step 5 – Creating a custom link for the apply process**

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 link is used, you will be able to identify the applicants that came from your Web site and track their transactions. This functionality also allows you to follow-up with patients who apply for CareCredit but never schedule an appointment for their treatment or care.

Additionally, a custom apply link allows applicants to leave your site and proceed to the CareCredit application process without having to re-enter your doctor information. Any link or asset on your site that will lead visitors to the CareCredit apply process should have your custom link inserted.

In order to create your link, you will need to visit [www.carecredit.com/customapply](http://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.

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

If you experience technical difficulties, please send an email to [websupport@carecredit.com](mailto:websupport@carecredit.com).

## **Step 6 – Save and upload**

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

## CareCredit HTML code table

HTML Code	
Apply Page with custom link implementation  REMEMBER: we strongly recommend using a custom link when linking users to the apply process	To use the custom link process, replace the "apply now" link with the following framework that includes your custom generated link from our web site ( <a href="http://www.carecredit.com/customapply">www.carecredit.com/customapply</a> ) where the XXXX are equal to the generated link. <!-- Begin CareCredit link code here --> <a href="XXXXXXXXXXXX" target="_blank">CareCredit Instant Credit Application</a> <!-- End CareCredit Custom link code -->
Apply Page	<!--Begin CareCredit link code here - Do not edit this section--> <a href="http://www.carecredit.com/apply/index.htm" target="_blank"> <img border= 0 src= "FILENAME.jpg" alt="CareCredit Payment Plans Available"> </a> <!--End CareCredit link code-->
Dental Home Page	<!--Begin CareCredit link code here - Do not edit this section--> <a href="http://www.carecredit.com/dentistry/whycc.html" target="_blank"> <img border= 0 src= "FILENAME.jpg" alt="CareCredit Payment Plans Available"> </a> <!--End CareCredit link code-->