

# Want to attract more patients?



## The CareCredit Advertising Toolkit can help.



72% of patients surveyed search online for information about cost, financing, and treatment options while they look for a provider.<sup>1</sup> The CareCredit Advertising Toolkit makes it easy to include CareCredit information on your website to help remove cost concerns for your patients.

## A glance at what's in the toolkit:



- **Powerful search.** Use the search tool to quickly access any of the toolkit resources.



- **Built-in analytics.** Every button or banner comes with a personalized code to track click-through data, which can provide you with insight to help improve your practice marketing.



- **Helpful facts.** Check out the "Did You Know?" section for research that shows how and why each asset can help you attract more patients.



- **Effective placement tips.** Learn how to incorporate CareCredit into your website for maximum exposure and to help with conversions.



- **Consumers' Path to Healthcare Purchases study.** Get insights into the patient's decision-making process to help improve your marketing and schedule more appointments.

*See reverse for resources and tools to update your website.*



<sup>1</sup> Path to Purchase Research – Cosmetic, 2016.



Turn web visits  
into office visits  
with free and easy-to-use  
assets and resources.

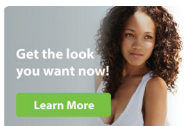
## Make promotional financing part of your website:



- **Custom Apply Link.** Give patients a way to apply for CareCredit directly from your website. See who has applied and use that data to develop targeted marketing.



- **Custom Pay Link.** Place this on your website to make it easy for patients to pay you online anytime, anywhere with their CareCredit credit card.



- **Banners and Buttons.** Help remove cost concerns by showing you accept CareCredit. Choose the color and size that fits your website with just a few clicks.



- **Payment Calculator.** Patients can easily estimate monthly payments right from your website and see how they can pay over time for the services they want or need.\*



- **One-click Social Sharing.** Get the message out on social media that you accept CareCredit with pre-written Tweets and Facebook Posts you can share with a single click.

Visit [carecredit.com/adtoolkit](http://carecredit.com/adtoolkit) to access these free tools and more. Log in using these credentials.

Username (Merchant ID): \_\_\_\_\_

Password (ZIP Code): \_\_\_\_\_



[carecredit.com](http://carecredit.com)  
800.859.9975 option 1, then 6

\*Subject to credit approval. Minimum monthly payments required. See [carecredit.com](http://carecredit.com) for details.  
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