

Creating Your Financial Web Page

When building your web page, keep these elements in mind:

1. Ensure the “Apply” and “Pay” buttons with their respective links are placed prominently on the page.
2. Keep the copy simple. Introduce the card and benefits so visitors know what they are applying for.
3. Items such as the Payment Calculator and video modules should complement the copy and overall layout.

The screenshot shows a web page for Dr. Smith's Practice. The navigation bar includes Home, Appointments, Financing (highlighted), Meet the Team, Contact, and Location. The main content area is titled "Financing with CareCredit Is Easy" and includes the following elements:

- 1**: A large heading "Financing with CareCredit Is Easy" with a sub-heading "CareCredit is a healthcare credit card that helps you pay for treatments and procedures for yourself or your family that may not be covered by insurance. With special financing options, you can use your CareCredit credit card again and again at 200,000 other healthcare providers, including dentists, optometrists, veterinarians, ophthalmologists and hearing specialists. It's easy to apply and you'll receive a credit decision immediately. If you're approved, you can pay for your procedures even before you receive your card. With more than 28 million accounts opened since CareCredit began more than 30 years ago, they are the trusted source for healthcare credit cards. Learn more by visiting carecredit.com or contacting our office. Ready to apply? Apply online for your CareCredit credit card today. You can even see how low your monthly payment could be using the Payment Calculator to the right. Get the care you need right away! **Apply Now**. *Subject to credit approval. Minimum monthly payment required. Visit carecredit.com for details.
- 2**: The CareCredit logo with the tagline "Making care possible...today."
- 3**: A green button labeled "CareCredit Financing Available" with an "Apply Now" link.
- 4**: A green button labeled "Pay Now" with the CareCredit logo.
- 5**: A "Payment Calculator" module with a text input field for "\$ Estimated Procedure Amount" and a "Calculate" button.
- 6**: A video player with a play button and the text "We've got your back."

- 1 Prewritten Copy**
Simply copy and paste our ready-made description of CareCredit and its benefits.
- 2 CareCredit Logo**
Use our logo to help visitors identify the financing you have available.
- 3 Apply Link**
Display prominently on the page so visitors can see it right away.
- 4 Pay Link**
Show Cardholders that they can make online payments directly to you (via Pay My Provider).
- 5 Payment Calculator**
With this module, show visitors how low their monthly payment could be.
- 6 Videos**
Use a video to quickly and simply explain how CareCredit works.

Log in to download your resources at
carecredit.com/providercenter