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## Domain Name

**Have a domain name?** – Utilize a sub level domain name such as *davinci.hospitalname.com* and point it to your *da Vinci* microsite.

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## Website Design

Two options for you to select from:

### A.) Personalized Microsite Design

Using our *da Vinci Surgery* hospital design template you can personalize your *da Vinci* microsite with the following:

- **Logo** – addition of your logo
- **Color** – site color revision of up to 3 colors
- **Phone Number** – addition of either a main or appointment phone number to design template.
- **Photos** – using *istockphoto.com\**, we will provide ½ hr of photo selection and addition to site design for one page main banner image site-wide, and two call out images.

### B.) Personalized Microsite Design

Provide us with your own hospital template and we will build out your *da Vinci* microsite. All navigation will be absolute links to your hospital pages.

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## Website Development & Maintenance

Microsites are hosted on our servers and will include the following:

**Development** – Set-up for up to three pages and a contact us form.

**Content** – Your site will include the *da Vinci Surgery* content library for the specialty content areas you select to display.

**Search Engine Optimization** – to enhance rankings with search engines, site development will include use of keyword rich naming conventions and meta tags.

## Pricing

### Website Program

**\$2,500** – Website set-up

**\$50/month** – Hosting, Content Library, CMS

### Content Library Only

**\$500** – Account activation

**Hospitals** – \$95/month

**1-5 Physicians** – \$50/month

**6+ Physicians** – Call for pricing

*For one language, additional languages available.*

## Website Enhancement Options

Your *da Vinci Surgery* site can also be enhanced with additional pages and images, a patient satisfaction survey, Flash, interactive patient education tutorials and more. Please inquire with your Practis client support specialist.

## da Vinci® Content Library

Adding *da Vinci* content to your site is easy using Practis's Encounter™ Health Content Syndication System. *da Vinci* content is dynamically delivered to your website and includes deep, rich conditional and procedural content, videos and brochures on topics related to this minimally invasive treatment. As new content is added to the library and existing content updated, so is your website - eliminating the need for ongoing maintenance. Within the library, this content is optimized for favorable search engine results.

*\* Cost of photos not included.*

To learn more & view  
our demo please visit  
<http://davinci.practisinc.com>