

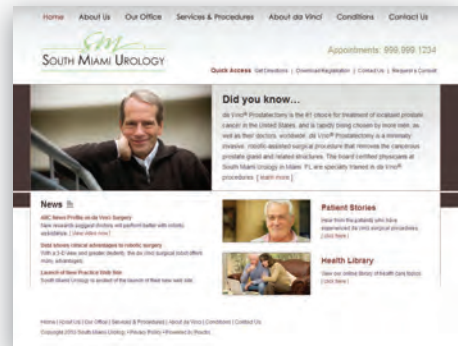
## A Turn-key, Personalized Design Program for

- Gynecology
- Cardiothoracic
- Urology
- General Surgery

Our *da Vinci* Surgery websites are an easy, comprehensive, turn-key solution to getting your practice or hospital on the web. Our program includes all the things that you need to get your site up and running.

### Program Benefits

- 1 **A professional website** at a very low cost
- 2 **A personalized design approach** that provides you options while keeping things simple
- 3 **Complete *da Vinci* Surgery content** automatically delivered to your site
- 4 **Effective optimization** for favorable search engine positioning built in
- 5 **An “add this” feature** that makes sharing your website content easy
- 6 **Easy access for updating the site yourself** with no programming knowledge needed
- 7 **Easy access to traffic reports**, so you know what your site is doing for you
- 8 **Access to a team of professional developers and Internet marketers** without the usual agency costs



## 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.

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

# 1

## Domain Name ( [www.yourpracticename.com](http://www.yourpracticename.com) )

**Need a domain name?** – We will assist with the selection of a domain name and assist with registration\*.

**Have a domain name?** – With your registrar’s log-in information, we will update domain record to point to our servers.

# 2

## Website Design

Using our *da Vinci Surgery* design template viewed at: <http://davinci.practisinc.com>, you can personalize your site 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](http://istockphoto.com)\*\* , we will provide ½ hr of photo selection, addition of one main banner image site-wide and two call out images.

# 3

## Website Development & Maintenance

**Content Management System (CMS)** – One user license and set-up. A CMS will allow you to add, modify and delete content to your site yourself using a web-based application.

**Development** – Set-up for up to ten (10) pages and a contact us form.

**Content** – Your site will include standard and the *da Vinci* content library. Practice- or surgeon-specific content, such as bios, practice forms, to be provided by the practice.

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

# 4

## Website Management – Email, Hosting & Web Statistics

All sites will include initial set-up of a Google Apps account for web-based email. This will allow you to personalize email using your own domain name. \*\*\* All sites will include hosting and a web-based statistical program.

**Customer Support** – In addition to initial site design and development, all *da Vinci Surgery* websites will include ½ hour staff training for up to 2 individuals, CMS support as well as content updates to Intuitive Surgical content.

### 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, video, healthcare content, a patient satisfaction survey, secure online patient forms, Flash, interactive patient education tutorials, and more. Please inquire with your Practis client support specialist.

\* Cost of domain not included

\*\* Cost of photos not included.

\*\*\* Practis must manage your domain and DNS settings in order to establish a Google Apps account.

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