

## A turn-key, personalized design program for

- Gynecology
- Urology
- Cardiothoracic
- General
- Pediatric Surgery

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

### Program Benefits

- 1 A professional web site** 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 Easy access for updating the site yourself** with no programming knowledge needed
- 6 Easy access to traffic reports**, so you know what your site is doing for you
- 7 Access to a team of professional developers and Internet marketers** without the usual agency costs



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### 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.

### Pricing

**\$2,500** – One time set-up fee

**\$50** – per month, hosting & CMS maintenance

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### 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 or fotolia.com\*\*, we will provide ½ hr of photo selection and addition to site design for one home page main banner image, two call out graphical images, and one interior template image, site-wide.

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### 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 *da Vinci Surgery* content. Practice or surgeon specific content, such as bios, practice forms and policies, to be added by the practice. In addition, we will provide you with content templates to assist you with practice specific content development.

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

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### 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 prior to go-live, CMS Software updates as well as content updates to Intuitive Surgical content.

### Website Enhancement Options

Your *da Vinci Surgery* site can also be enhanced with additional pages and images, a patient satisfaction survey, secure online patient forms, Flash, interactive patient education tutorials, hosted healthcare content 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.



To learn more & view our demo please visit

<http://davinci.practisinc.com>