

A Turn-Key, Personalized Design Program

Our Acclarent websites are an easy, comprehensive, turn-key solution to getting your practice on the web. Our program includes all the things 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 options while keeping things simple
- 3 **Complete *Balloon Sinuplasty™* 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 cost



For more information, contact:
www.practisinc.com/contact/ or 704-887-5300 ext. 505

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

1

Domain Name (www.YourPracticeName.com)

Need a domain name? - We will assist with the selection of a domain and assist with registration.

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

2

Website Design

Using our Acclarent design template viewed at <http://acclarent.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 to either a main or appointment phone number to design template.
- **Photos** - using iStockPhoto.com or fotolia.com*, we will provide 1/2 hour 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.

3

Website Development & Maintenance

Content Management System (CMS) - One user license and set-up. A CMS will allow you to add, modify, or 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 *Balloon Sinusplasty*™ content.

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 Acclarent websites will include 1/2 hour staff training for up to two (2) individuals prior to go-live, CMS software updates as well as content updates to Acclarent content.

Pricing

Website Program

\$2,500 – one time set-up fee

\$50/month – per month, hosting & maintenance

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 Acclarent site can also be enhanced with additional pages and images, a patient satisfaction survey, secure online patient forms, Flash™, hosted health-care content and more. Please inquire with your Practis client support specialist.

*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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