

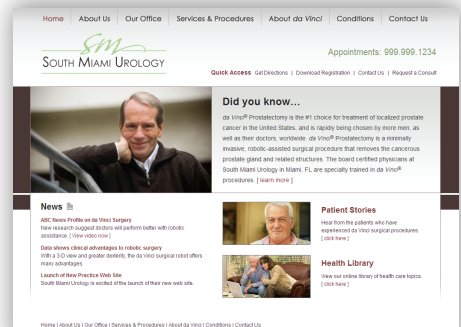
A Turn-key, Personalized Design Program for

- Gynecology
 - Urology
 - Head & Neck
- Cardiothoracic
 - General Surgery
 - Colon Rectal

Our program is an easy, comprehensive, turn-key solution to getting your practice or *da Vinci*® service line on the web. It 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 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® Social Profile - NEW!

\$4000; \$60/month

Specifically for physicians who are experts in *da Vinci* Surgery. Your social profile is an in depth online resume of your experience and expertise that also allows visitors to post patient reviews, view patient stories, articles, publications, outcomes data and videos. Developed on a content management system, your *da Vinci* Social Profile includes your choice of a personalized design template, integration with social media sites and deep, rich content on *da Vinci*.

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

1 Domain Name (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 three colors.
- **Phone Number** – addition of either a main or appointment phone number to design template.
- **Photos** – 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 and practice forms, are 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 – E-mail, Hosting & Web Statistics

All sites will include initial set-up of a Google Apps account for web-based e-mail. This will allow you to personalize e-mail 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 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.

Social Profile - NEW!
\$4,000; \$60/month

da Vinci® Content Library

Adding *da Vinci*® content to your site is easy using Practis' 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 content is updated to the library so is your website eliminating the need for ongoing maintenance. Within the library, this content is optimized for favorable search engine results.

* Cost of domain not included

** Cost of photos not included.

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