



Your Personalized Website

Your TIF website is a comprehensive, turnkey solution to getting your practice on the web and visible to the 88% of online adults in the U.S. turning to the Internet for health information.¹

Program Benefits

- **A personalized, professional website** easy, quick and low cost
- **GERD and TIF content** including videos, animations and online HRQL GERD patient questionnaire are updated automatically to your site
- **Complete Encounter™ Health content library** including current information about procedures offered by your practice
- **Architected to maximize search engine optimization (SEO)**
- **Revise the site yourself** no programming knowledge required
- **Easy access to web traffic reports** monitor and maximize the value of your website

¹ Harris poll 2010



To view our demo website, please visit

<http://egs.practisinc.com>



What You Get:

Domain Name (www.yourpracticename.com)

- Assistance with selection and registration of your domain name.
- If you already have a domain name, Practis can update your domain record to point to their servers.

Website Design

Start with our professional design template and personalize your site with:

- Your logo.
- Color palette – Up to 3 colors.
- Phone number and email addresses.
- Photos – Using iStockphoto.com, Practis will provide ½ hr of photo selection, addition of one main banner image site-wide, and two call-out images.

Website Development & Maintenance

- **Content Management System (CMS)** – Allows you to add, modify and delete content to your site yourself.
- **Development** – Set-up for up to ten (10) pages and a 'Contact Us' form.
- **Content** – Your site will include practice- or surgeon-specific content, such as biographies, practice forms, reflux and TIF content (including videos and animations), and an online HRQL GERD patient questionnaire ... as well as the Encounter Health content library.
- **Search Engine Optimization** – To enhance rankings with search engines, site development will include use of keyword-rich naming conventions and meta tags.

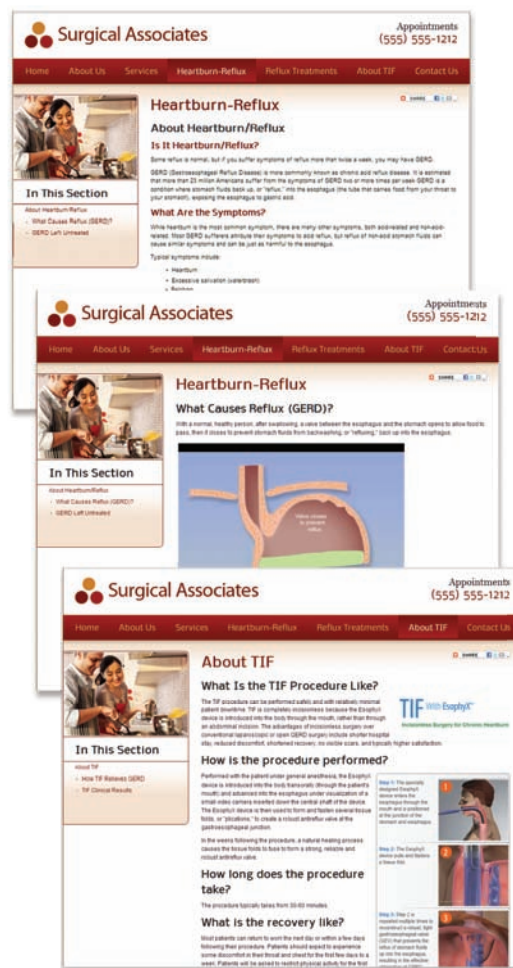
Website Management – Email, Hosting & Web Statistics

- **Web-based email** – Personalize your practice's email addresses using your own domain name.
- **Website traffic data** – Via intuitive dashboard.
- **Continuing Support.**
 - ½ hour staff training for up to 2 individuals
 - CMS support
 - Continuous updates to GERD and TIF Encounter Health content

Pricing

Website Program

\$2,500 – Website set-up
\$50/month – Site Hosting,
Content Library, CMS



Getting Started Is Easy!

Simply contact Robyn Priest at Practis at
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in partnership with

