

Perfect Patients Terms of Service – Standard Service Plan

Following the initial 12-month term, this agreement automatically renews on a month-to-month basis unless terminated by either party with 30-days written notice.

1. Website Development

a. Account Manager. An experienced Perfect Patients Account Manager will guide you and your team through the process to design, develop and launch your Perfect Patients website.

b. Content Interview. As part of the development phase of your Perfect Patients website, your Account Manager will establish a mutually convenient time to conduct and record a telephone interview with you and/or your team. The results of this interview will guide our writing team to create essential website content including; homepage content, practitioner bio/s, about us, contact us and other new patient converting content from the interview. As with all content created by Perfect Patients, we retain ownership of this copyrighted material, which cannot be used elsewhere during or after the duration of this agreement.

c. Website Design. Your Account Manager will coordinate your design brief and direct our graphics team to create your site design. You agree to supply essential visual materials such as your practice logo and photographs of you, your team and your practice in a timely manner. We will provide access for you to review and approve your website before publishing it to the Internet.

d. Search Engine Optimization “SEO”. Your Account Manager and/or our SEO team will liaise with you to determine the patient drawing area of your practice and optimize your site for the major search engines and essential directories in order to generate quality website traffic.

e. Exclusive Directories. Your Account Manager will list your practice and one chiropractor on ChooseNatural.com and ChiroPatient.com

f. Patient Database. Your Account Manager will coordinate with you a one-time import of your existing patient database as subscribers of your website to receive; your monthly practice newsletter, blog post notifications, practice announcements, birthday and seasonal greetings. Current patients may unsubscribe from receiving these communications if they wish.

2. Website Management

a. Content Management Console. Your Account Manager will provide log in credentials to our content management console where you and other authorized team members may:

- View a dashboard showing the key metrics and performance of your website.
- Add new patients as website subscribers to receive; your first-visit practice survey, monthly practice newsletter, blog post notifications, e-Learning curriculum, practice announcements, birthday and seasonal greetings. New patients may unsubscribe from receiving these communications if they wish.
- Add, edit or delete website pages, blog posts and office hours.
- Compose and send your own broadcast emails to all or selected lists of website subscribers.
- Download a printable version of your monthly practice newsletter for distribution to patients who are not website subscribers.
- Preview the monthly newsletter and weekly blog posts we create on your behalf prior to publishing them to your website.

b. Website Updates. Your Account Manager will add, edit or delete pages or posts on your website as requested by you or your team.

c. Website Performance. Website Performance. Your Account Manager will use Perfect Patients proprietary New Patient Tracker technology to monitor website performance and make ongoing enhancements to maximize its new patient results

A detailed list of features of our Standard Service is described here:

<http://www.perfectpatients.com/plan>

3. General Terms

a. All information you provide to Perfect Patients is treated as confidential in accordance with our privacy policy described on your website and published here:

www.perfectpatients.com/privacy

b. You certify that you have the rights, permissions and releases to post text, images or video content that you self-publish or supply to Perfect Patients for publishing.

c. You verify that as part of your practice privacy policy, patient contact via email is an extension of your privileged doctor/patient relationship.

d. You agree that Perfect Patients may give public notice of its design and/or hosting of your website.

- e. You certify that you have reviewed the stock Perfect Patients content which can be seen here (<http://demo1.perfectpatients.com>), verify its accuracy and assume all responsibility for any consequences resulting from its publication on your website. You agree to preview all new website content supplied by Perfect Patients in a timely manner.
- f. You acknowledge that all Perfect Patients supplied text, images and software is copyrighted by the respective copyright holders listed at: www.perfectpatients.com/copyright. You may not reproduce or create derivative works from our content for use in any media, now or in the future, without the express, written permission of Perfect Patients.
- g. You agree to comply with our acceptable use guidelines, which we may change from time to time. We reserve the right to discontinue service due to, but not limited to: publishing private, illegal, defamatory, obscene, slanderous or inappropriate materials, fraud, copyright infringement, non-payment of service, abandonment or non-responsiveness or, abusive use of website resources or email services.
- h. As per point 1d above, you agree that all new patients, regardless of their source, will be regularly added as website subscribers and that failure to do so may result in the suspension of our SEO efforts because we will be unable to monitor the traffic and conversion efforts we make on your behalf.**
- i. All website-generated patient emails will be CAN-SPAM compliant, containing a provision for each patient to unsubscribe from receiving future communications.
- j. Neither party will be liable for its inability to abide by these terms, or for any interruption in the service due to weather, disaster, terrorism, Internet access, routine server maintenance or acts of God.
- k. Perfect Patients reserves the right to change the terms of this agreement by submitting such changes in writing within 30 days prior to the expiration of this agreement.