



o m e d i x

Website Development Proposal  
*for*  
Arizona Orthopaedic Associates

**Omedix**

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Proposal #7004

## Introduction

Thank you for considering Omedix for your healthcare website needs! This proposal summarizes our understanding of your needs, the work we propose to do, the cost, and the timeframe for which we can commit to delivering it.

## Proposed Solution

We will build a custom practice website that incorporates the following features and functionality:

### 1. Custom Visual Design including Flash

We will generate two unique design concepts and further develop whichever one you like best. We will make use of Flash to add animation to your site in a dynamic yet professional way.

### 2. Content Development Assistance

Based on your business goals and current website, we will take stock of your content development needs, and outline a plan to help you achieve them.

### 3. Patient Education

We will include the *Omedix Orthopaedic Patient Education Package* (see Appendix A), spanning over 1,000 pages and over 240 topics. A portion of all content will be automatically updated every three months; all content will have been updated over the course of two years.

### 4. Online Patient Requests

We will include a web form for an *Appointment Request* and a web form for a *Prescription Renewal Request*. Patients will be able to submit these requests online through a secure interface, and the request will then be e-mailed to any member(s) of your practice. In the future, these forms can be integrated with a third-party system.

### 5. Online Patient Forms

We will post PDFs of your patient forms on a meaningful section of your website.

### 6. Search Engine Marketing

We will use the information from our previous search engine work together to inform our search engine marketing implementation for this project.

## **Ongoing Maintenance & Support**

Once your site is built, a variety of maintenance needs will arise, ranging from content updates to visual design tweaks to web site traffic reports. Our maintenance & support program was designed to meet all these needs, including:

### **Web Hosting**

We'll host your site on our server cluster that features nearly a terabyte of storage space, dual Xeon processors, and over 6,000GB of data transfer capacity per month. Our servers are monitored by computers and human beings 24x7 to ensure 99.9% uptime reliability.

### **E-mail Service**

Included with your service are 5 e-mail addresses per physician, featuring automatic spam protection and automatic virus protection. We provide you with a point-and-click interface for managing each e-mail account or adding new e-mail accounts.

### **Ongoing Patient Education Updates**

We require that each of our patient education vendor partners has a process in place for continually updating their patient education materials. As a result, we will keep your patient education materials up to date *automatically* on a quarterly basis. Urgent updates (e.g. the Vioxx recall) are generally added within 48 hours.

### **Ongoing Search Engine Marketing Updates**

We will continue to provide ongoing search engine marketing management for your site, both via search engine optimization and pay-per-click search marketing.

### **Website Traffic Reports**

We will continue to provide website traffic reports so that you can see how your site is being used by its visitors.

### **Two Free Hours of Site Updates per Month**

From time to time, you'll wish to upgrade different areas of your site. We do offer a point-and-click self-management system designed to give you that control, however we also include two free hours of website updates per month as part of your monthly hosting plan. You are free to use our time however you wish: content updates, visual design changes, or strategic planning.

Additional time is available at our standard rate of \$75/hour, or you may wish to simply wait until your two free hours reset the next month. Please note that your

free hours do not accumulate and our reset to two at the beginning of each new month.<sup>1</sup>

**Ongoing Customer Support**

We stand behind our product and will make a commitment to provide you with quality customer support and timely responses to your inquiries. Support is available through our website at [www.omedix.com](http://www.omedix.com), by e-mail at [support@omedix.com](mailto:support@omedix.com), or by phone.

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<sup>1</sup> Our monthly updates program is designed to allow you to easily and without extra cost keep your site up to date. Major change requests may require more than two hours, but we are generally quite flexible with minor updates, content updates, and even new pages.

## Pricing

There are two fees associated with any website, a one-time setup fee, and an ongoing maintenance fee. For the above-described solution, there is a **one-time setup fee of \$3,000**.

On a monthly basis, our fees incorporate all the above features as well as a per-physician patient education license. The monthly ongoing fee is **\$75/month** for the first physician and \$30/physician/month for each additional physician. *As a current Omedix client, we are happy to offer a discount by lowering this to **\$25/physician/month**.*

At **8 Full-Time Physicians**, this translates into a total monthly fee of:

$$\$75 + [8 - 1 = 7 \text{ physicians}] * \$25/\text{physician/month} = \mathbf{\$250/month}$$

### **Total Fees**

To summarize the total cost of the website is as follows:

<b>One-Time Setup Cost</b>	<b>\$3,000</b>
<b>Monthly Hosting</b>	<b>\$250/month</b>

## **General Terms of Agreement**

### ***Terms of Payment***

There are no “hidden fees” above and beyond the fees described above. We will begin work upon receipt of 50% of the total fees, and will invoice for the remaining 50% upon project completion. We accept payment by check (please address payment to “Omedix”), or by MasterCard/Visa at our secure payment gateway at <http://payment.omedix.com>

### ***Expenses***

Omedix does not charge for incidental expenses. We do not bill for fax, courier, administrative work, telephone, duplication, reasonable travel, or office related expenses. Reasonable travel is taken to mean travel within the Phoenix metropolitan area.

All other expenses incurred by Omedix in the course of the project which are not explicitly accounted for in this document shall be reimbursed by the client. Omedix will always notify client that such charges may be billed before actually incurring the charges.

### ***Cancellation***

If for any reason you wish to cancel this contract you may do so at any time provided that all outstanding payments have been made. There will be a project cancellation fee of \$500.

## Getting Started

If these terms are agreeable to you, please indicate so below with your dated signature:

\_\_\_\_\_  
Date

\_\_\_\_\_  
Date

\_\_\_\_\_  
Agent, Arizona Orthopaedic Associates

\_\_\_\_\_  
Josh Padnick, Omedix

When ready to begin your project, please sign this page and fax it back to us at **602.926.0435**. Upon receipt of the fees due to begin the project, we will schedule you immediately into our production queue. For faster service, we encourage you to submit payment online by credit card at <http://payment.omedix.com>. Thanks for the opportunity to do business with you!

## Appendix A

### Omedix Patient Education Package for Orthopaedics

Included with your website is a complete patient education section with several hundred pages of content relevant to your specialty.

The patient education section is powered by our proprietary *Patient Education Package* technology, which allows us to combine educational content from numerous third-party vendors (including content authored by your practice!) into a single, integrated package.

While we are happy to work with any patient education vendor whose content you like (whether it be text, images, animations, or streaming video), we have existing relationships with several vendors that allow us to provide you with a “base” configuration of several hundred pages of clinically reviewed, up-to-date articles.



The bulk of our base content comes from the Healthwise® Knowledgebase, winner of the 2004 Medicine on the Net “Outstanding Content” award, and accredited by URAC for high-quality content. The Knowledgebase spans over 40,000 pages and is currently in use by WebMD, Kaiser Permanente, MIT Health System, and MSN Corporation, among others.

Developed with the explicit goal of helping patients make better decisions, the Knowledgebase was developed to be:

- **Easy to understand**  
Written for patients free of heavy medical jargon
- **Decision-Focused**  
Written specifically to help patients make better decisions
- **Reputable**  
The sources of the information are from peer-reviewed medical journals and other highly reputable sources
- **Evidence-based**  
Where the data exists, information is evidence-based
- **Referenced**  
Clearly references the sources from which the information is derived
- **Up to date**  
All articles list dates telling when the information was last updated; the

entire Knowledgebase is fully reviewed every two years

- **Free from commercial bias**  
None of the information development was funded by a commercially interested party

## Healthwise® Knowledgebase Demonstration

To view the Healthwise articles for yourself, please visit <http://edu.omedix.com> and enter the password “omedixedu”.

## Patient Education Sample

For orthopaedics, we include over 300 articles spanning 1,000+ pages across a wealth of topics. A sample Healthwise article looks like the following:

[Printer-Friendly](#)

### Rotator Cuff Disorders

**Topic Overview**



**What are rotator cuff disorders?**

Rotator cuff disorders are irritations of or damage to tendons around the shoulder. These disorders include [inflammation](#), calcium buildup (calcific tendinitis), and tears of the tendon. Another rotator cuff disorder is inflammation of the protective sac ([bursa](#)) in the shoulder joint. Rotator cuff disorders caused by age-related changes (degeneration) often are associated with rubbing of the tendon on the bone (impingement).

**What is the rotator cuff?**

The rotator cuff is a group of tendons and their related muscles that stabilize the [shoulder joint](#) and allow you to raise

**healthwise®**  
for every health decision™

**Topic Contents**

- ▶ Topic Overview
- [Health Tools](#)
- [Cause](#)
- [Symptoms](#)
- [What Happens](#)
- [What Increases Your Risk](#)
- [When To Call a Doctor](#)
- [Exams and Tests](#)
- [Treatment Overview](#)
- [Prevention](#)
- [Home Treatment](#)
- [Medications](#)
- [Surgery](#)
- [Other Treatment](#)
- [Other Places To Get Help](#)
- [Related Information](#)
- [References](#)
- [Credits](#)

A portion of this content is updated every 3 months and all content is updated every 2 years. The layout will resemble the patient education section below but may be changed to reflect the personal preferences of your practice or any general updates to our content:



*Patient Education Home Page*

## Included Content

The following articles are included in your Patient Education Section:

- Acetaminophen for osteoarthritis
- Achilles Tendon Problems
- Alkaline Phosphatase
- Anesthesia
- Anesthetic or corticosteroid injections for low back pain
- Ankle Sprain
- Ankylosing Spondylitis
- Anterior Cruciate Ligament (ACL) Injuries
- Anticholinergic medications for cerebral palsy
- Anticholinergics for urinary incontinence in spinal cord injuries
- Anticonvulsants for cerebral palsy
- Anticonvulsants for chronic low back pain
- Anticonvulsants for chronic pain
- Anticonvulsants for restless legs syndrome
- Applying a compression wrap for a sprained ankle
- Arm Injuries
- Arm Problems, Noninjury
- Arthrogram (Joint X-ray)

- Arthroscopy
- Back Problems and Injuries
- Benzodiazepines for restless legs syndrome
- Bisphosphonates for osteoporosis
- Bone Biopsy
- Bone Marrow Aspiration and Biopsy
- Bone Mineral Density
- Bone Scan
- Bone Spur
- Breast cancer, in men: Treatment - Health Professional Information [NCI PDQ]
- Breast cancer, in men: Treatment - Patient Information [NCI PDQ]
- Broken Collarbone (Clavicle)
- Broken Nose
- Broken Toe
- Bunion surgery
- Bunions
- Bursitis
- Calcitonin for osteoporosis
- Calcium (Ca) in Blood
- Calluses and Corns
- Capsaicin
- Caring for your child in a spica cast
- Carpal Tunnel Syndrome
- Cast and Splint Care Tips
- Cerebral Palsy
- Cervical Disc Herniation
- Cervical Spinal Stenosis
- Chiropractic
- Chromium
- Chronic Pain
- Clubfoot
- Comprehensive Metabolic Panel
- Computed Tomography (CT) Scan
- Computed Tomography (CT) Scan of the Head and Face
- Computed Tomography (CT) Scan of the Spine
- Congenital Torticollis
- Core stabilization
- Corticosteroid injections for plantar fasciitis
- Corticosteroids (intra-articular) for osteoarthritis
- Corticosteroids for carpal tunnel syndrome
- Corticosteroids for polymyalgia rheumatica or giant cell arteritis
- Corticosteroids for tennis elbow
- Craniosynostosis
- Cyclophosphamide for rheumatoid arthritis
- Degenerative Disc Disease
- Developmental Dysplasia of the Hip
- Discectomy or microdiscectomy for a herniated disc
- Dopamine precursors and agonists for restless legs syndrome
- Dupuytren's Disease
- Elbow Injuries
- Elbow Problems, Noninjury
- Electromyogram (EMG) and Nerve Conduction Studies
- Endoscopic carpal tunnel surgery for carpal tunnel syndrome
- Estrogen for osteoporosis
- Etanercept for ankylosing spondylitis
- Etanercept for juvenile rheumatoid arthritis

- Ewing's family of tumors: Treatment - Health Professional Information [NCI PDQ]
- Ewing's family of tumors: Treatment - Patient Information [NCI PDQ]
- Exercise and physical therapy for tennis elbow
- Exercises for patellar tracking disorder
- Exercises to reduce low back pain
- Exercises to reduce plantar fasciitis
- Exercising with osteoarthritis
- Extragonadal germ cell tumors: Treatment - Health Professional Information [NCI PDQ]
- Extragonadal germ cell tumors: Treatment - Patient Information [NCI PDQ]
- Extremity X-ray
- Facial Injuries
- Facial X-ray
- Fibromyalgia
- Finding the right footwear for your foot problem
- Finger, Hand, and Wrist Injuries
- Finger, Hand, and Wrist Problems, Noninjury
- Flatfoot (Pes Planus)
- Fluoroscopy
- Fractured Rib
- Frozen Shoulder
- Gait analysis for cerebral palsy
- Ganglions
- Germ cell tumors, childhood extracranial: Treatment - Health Professional Information [NCI PDQ]
- Germ cell tumors, childhood extracranial: Treatment - Patient Information [NCI PDQ]
- Glucosamine and Chondroitin
- Gout
- Groin Problems and Injuries
- Hammer, Claw, and Mallet Toes
- Head Injury, Age 3 and Younger
- Head Injury, Age 4 and Older
- Headaches
- Herniated Disc
- Hip Fracture
- Hip Problems and Injuries, Age 11 and Younger
- Hip Problems and Injuries, Age 12 and Older
- Hip replacement surgery
- History and physical examination for low back pain
- Hormone replacement therapy for osteoporosis
- Hyaluronan injections for osteoarthritis of the knee
- Infliximab for ankylosing spondylitis
- Inguinal Hernia
- Injectable antispasmodic medications for cerebral palsy
- Interactive Tool: Should You Consider Surgery for Your Low Back?
- Joint Fluid Analysis
- Juvenile Rheumatoid Arthritis
- Knee Problems and Injuries
- Knee replacement surgery
- Laparoscopic inguinal hernia repair
- Leg Injuries
- Leg Problems, Noninjury
- Lifting properly to prevent back injury
- Low Back Pain
- Lupus (Systemic Lupus Erythematosus)
- Lyme Disease
- Lyme Disease Test

- Magnesium (Mg)
- Magnetic Resonance Image (MRI) of the Knee
- Magnetic Resonance Image (MRI) of the Shoulder
- Magnetic Resonance Imaging (MRI) of the Spine
- Malocclusion and Orthodontics
- Meniscus Tear
- Mesothelioma: Treatment - Health Professional Information [NCI PDQ]
- Myeloproliferative disorders: Treatment - Health Professional Information [NCI PDQ]
- Neck Pain
- Neck Problems and Injuries
- Necrotizing Fasciitis (Flesh-Eating Bacteria)
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for osteoarthritis
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for a tendon injury
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for Achilles tendon injury
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for bursitis
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for carpal tunnel syndrome
- Nonsteroidal anti-inflammatory drugs (NSAIDs) for tennis elbow
- Occupational Therapy
- Office Ergonomics
- Olecranon Bursitis (Popeye Elbow)
- Open carpal tunnel surgery for carpal tunnel syndrome
- Open inguinal hernia repair (herniorrhaphy, hernioplasty)
- Opioids for osteoarthritis
- Opioids for restless legs syndrome
- Osteoarthritis
- Osteopenia
- Osteoporosis
- Osteosarcoma/Malignant Fibrous Histiocytoma of Bone: Treatment - Health Professional Information [NCI PDQ]
- Osteotomy for osteoarthritis
- Paget's Disease
- Parathyroid hormone for osteoporosis
- Patellar Tracking Disorder
- Patellofemoral Pain Syndrome
- Percutaneous discectomy for a herniated disc
- Periodic Limb Movement Disorder
- Phalangeal head resection (arthroplasty) for toe joint deformities
- Phosphate in Urine
- Physical exam and history for osteoarthritis
- Physical exam for carpal tunnel syndrome
- Physical exam for plantar fasciitis
- Physical exam for tennis elbow
- Physical examination for rotator cuff disorders
- Physical Therapy
- Plantar fascia release
- Plantar Fasciitis
- Polymyalgia Rheumatica and Giant Cell Arteritis
- Post-Polio Syndrome
- Pretreatment exercises for an anterior cruciate ligament (ACL) injury
- Preventing carpal tunnel syndrome
- Preventing Falls
- Psoriasis
- Raloxifene for osteoporosis
- Rehabilitation exercises for ankle sprain
- Rehabilitation for a meniscus tear
- Rest, Ice, Compression, and Elevation (RICE)

- Restless Legs Syndrome (RLS)
- Rheumatoid Arthritis
- Rotator Cuff Disorders
- Rotator cuff home rehabilitation exercises
- Sarcoma, rhabdomyosarcoma, childhood: Treatment - Health Professional Information [NCI PDQ]
- Sarcoma, rhabdomyosarcoma, childhood: Treatment - Patient Information [NCI PDQ]
- Sarcoma, soft tissue, adult: Treatment - Health Professional Information [NCI PDQ]
- Sarcoma, soft tissue, adult: Treatment - Patient Information [NCI PDQ]
- Sarcoma, soft tissue, childhood: Treatment - Health Professional Information [NCI PDQ]
- Sarcoma, soft tissue, childhood: Treatment - Patient Information [NCI PDQ]
- Scoliosis
- Should I (or my child) have surgery for scoliosis?
- Should I have a dual-energy X-ray absorptiometry (DEXA) test to diagnose osteoporosis?
- Should I have a magnetic resonance image (MRI) scan for low back pain?
- Should I have an MRI or arthroscopy to diagnose a possible torn meniscus?
- Should I have hip replacement surgery?
- Should I have knee replacement surgery?
- Should I have rotator cuff surgery?
- Should I have surgery for a herniated disc?
- Should I have surgery for a ruptured Achilles tendon?
- Should I have surgery for an anterior cruciate ligament (ACL) injury?
- Should I have surgery for bunions?
- Should I have surgery for carpal tunnel syndrome?
- Should I have surgery for Dupuytren's disease?
- Should I have surgery for hammer, claw, or mallet toes?
- Should I have surgery for my torn meniscus?
- Should I have surgery for plantar fasciitis?
- Should I have surgery for spinal stenosis?
- Should I have surgery for temporomandibular disorder?
- Should I have surgery to treat tennis elbow?
- Should I see a chiropractor to treat low back pain?
- Should I take bisphosphonate medications for osteoporosis?
- Should my child have surgery for an umbilical hernia?
- Shoulder Problems and Injuries
- Shoulder replacement surgery
- Shoulder Separation
- Sjögren's Syndrome
- Skull X-ray
- Slipped Capital Femoral Epiphysis
- Spina Bifida
- Spinal Stenosis
- Spinal X-ray
- Spondyloarthropathies
- Spondylolisthesis
- Surgery for an Achilles tendon rupture
- Surgery for tennis elbow
- Taking an active role in the management of your rheumatoid arthritis
- Taking calcium for osteoporosis
- Temporomandibular (TM) Disorders
- Tendon Injury (Tendinopathy)
- Tennis Elbow
- Testosterone for osteoporosis
- Toe, Foot, and Ankle Injuries
- Toe, Foot, and Ankle Problems, Noninjury
- Tremor

- Umbilical Hernia in Children
- Unusual cancers of childhood: Treatment - Health Professional Information [NCI PDQ]
- Unusual cancers of childhood: Treatment - Patient Information [NCI PDQ]
- Using Ice and Cold Packs
- Weakness and Fatigue