

Business Profile & Online Marketing Objectives

Take the First Step

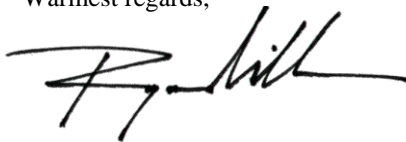
Complete this worksheet to help us customize your Web marketing plan.

Web marketing isn't "one size fits all." At Etna Interactive we customize every engagement to the unique needs of our client. You can rest assured that we will recommend a plan informed by a thorough understanding of your practice, your market and your business objectives.

This four page site planning guide should take no more than 20 minutes to complete. Check the boxes for elements that you want included in your web site, and disregard any questions that do not apply to your project.

When done, fax your completed worksheet to Etna Interactive at 805-543-2014.

Warmest regards,



Ryan Miller

Business Profile

Legal business name:

DBA:

If practice, type: Private Group Hospital Network

If practice, **full name** and **board certifications** held by providers:
Attach a separate list if more space is needed.

Location, including full address, phone and fax:
If multiple, attach a separate list.

Manager name:

Who in your office will participate in design reviews, text editing, and Web marketing strategy discussions?

- 1.
- 2.
- 3.

Existing **primary** Web site address (where applicable):

Do you own other Web sites or domain names? Yes No

Do you know the registrar, login and password required to renew and update your domain name? Yes No

Do you have an online content management system that allows **you** to update your Web page content? Yes

Are you required to follow any special Federal privacy guidelines, such as HIPAA or PIPEDA? Yes No

In what languages should your site be offered?

- 1.
- 2.
- 3.

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Describe Your Target & Objectives

Check the boxes that describe your goals for this project:

- An enhanced design that reflects your practice and your marketplace
- Higher search engine rankings
- Increased lead capture and new patient acquisition
- Improved rapport with existing patients and programs that encourage referrals and repeat patronage

On a scale from 0 to 10, how important is it to you that you can track the return from your online marketing?

Are you now, or have you previously, engaged another firm for search engine optimization or online promotion?

Yes No

Which Social Media outlets are you currently using, wish to increase from current activity?

- My own blog Want to increase
- Facebook Want to increase
- Twitter Want to increase
- YouTube Wish to increase
- Other

For which 5 procedures or conditions would you most like to attract new clients?

- 1.
- 2.
- 3.
- 4.
- 5.

List procedures for which the practice has developed notoriety:

Describe the geographic region you wish to target.

List your main competition in your local market:

About the Physicians

Check each item you would like discussed online about the (**enter number**) _____ physicians in your practice:

- A brief biography
- A personal mission statement
- A full CV
- Explanation of advanced training/specialization
- A list of publications (consumer and/or clinical)
- A list of appearances
- A list of clinical inventions or surgical innovations
- Description of charitable works
- A video introduction
- A library of audio and video appearances
- A list of reasons to choose your physicians over competing physicians
- Other

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About the Practice & Staff

Check each item you would like discussed online about the practice and staff:

- A brief introduction
 - A photo tour, virtual tour, or video walkthrough
 - Staff bios
 - Location, hours & directions
 - Policies
 - A price guide
 - Options for payment and financing
 - Information about surgical center and/or aftercare
 - Testimonials
 - Calendar of practice events
 - Form to facilitate event registration
 - Specials and promotional offers
 - News from the practice
 - Appointment request form
 - Contact form
 - Support for billing inquiries
 - Privacy policy
 - Other
-

Resources for Patients & Prospects

Check each item you would like to offer online:

- New patient registration forms
 - Pre- and post-operative care instructions
 - Form requesting permission to send promotional email communications (required by Federal law if you wish to send email unrelated to patient care)
 - Archive of past patient newsletters
 - Other
-
-

If you wish to attract patients from outside your immediate area, indicate which items you would like to offer to patients who will travel to your practice.

- Overview of program for patients who travel
 - Virtual consultation form to transmit photos and information about procedure interest and desired outcomes
 - Description of aftercare options for travelers
 - Accommodation information
 - Area attractions
 - Other
-

Design Elements & Functionality

Check each item you would like your site to feature:

- Flash animation on home page
 - Other flash animation (describe)
-
-
- Custom clinical illustrations
 - Interactive clinical education
 - Printable version of each page
 - "Send to a Friend" links
 - 360° facility walkthrough
 - A blog
 - Other

Do you have a logo and print identity? Yes No

Do you have a slogan or tagline? Yes No

Multimedia

Do you have copies of video segments featuring your doctors or your practice and permission to redistribute them?

Yes No

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Surgical Procedure Menu

Please list all the surgical procedures that you want potential patients to know you offer, or the conditions about which you wish to offer clinical information (or attach a menu of services):

Non Surgical Procedure Menu

Please list all the non-surgical procedures that you want potential patients to know you offer:

Drug Coverage

In many regions of the world regulations prohibit discussing prescription drug indications and their branded names on the same page. For your site, do you wish to discuss regulated pharmaceutical names and their indications together? (This impacts products such as Botox Cosmetic and Latisse)

Yes No

Photography

On average, how many sets of consented before and after photos can you gather per procedure?

Products Menu

Please list the product lines you wish to feature online: