



**Mini Web Portal
Release Kit**

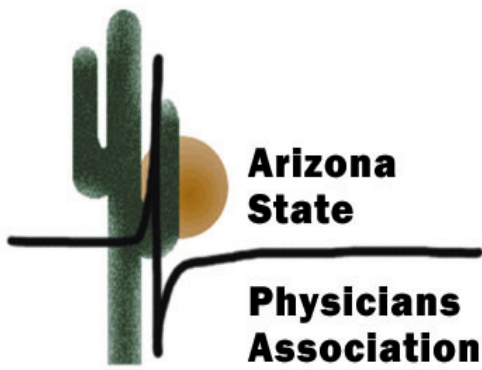


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Introduction



The purpose of this **Mini Web Portal Release Kit** is to tell you about your new ASPA-sponsored Web portal and outline the additional information we need from you to complete your personalized portal to your objectives and expectations. Our goal is to take your portal out of the prototype stage and make it 'live' (allowing everyone on the Internet to access it) as quickly as possible while improving your connectivity with ASPA, your patients, your prospects, and your peers.

On behalf of ASPA, MedWired looks forward to helping you make the Internet an important and beneficial component of your practice. In an effort to improve practice efficiencies and patient care, ASPA is sponsoring the development of your personalized Web Portal. This means that you have a personalized and functional Web portal at no cost! This includes administrative costs (your domain name and Web hosting), development costs, and maintenance costs.

We urge you to take advantage of this strategic offering quickly so that you can start enjoying the benefits of being an eHealth practice. If you already have a Web site, don't disregard this opportunity. You can keep your current site and develop your portal as an additional channel and functional resource for your practice. Find out today how you can enjoy the benefits of a Web portal that is savvy, functional, and sponsored by your IPA.

Please look through this kit for additional information on your Web portal and how to complete its development. If you have questions or need further assistance, please call your customer relationship representative. We look forward to working with you!

Your MedWired Customer Relationship Representative:

Name:

Email:

Phone:



What is a Web Portal?



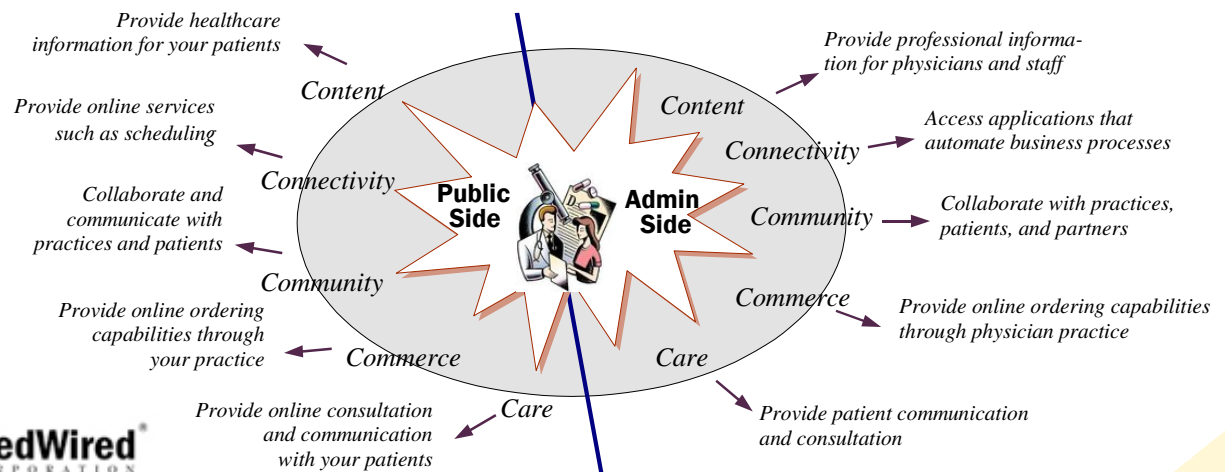
How many companies have offered your practice a free Web site over the past year? Probably quite a few. Now that healthcare is embracing Internet functionality and Web-based resources, many companies are trying to get physicians and practices online by offering them a basic Web site. These sites do a good job of communicating with patients and prospects, but fail to maximize the true potential of the Internet's ability to improve online communication and services (for patients and prospects) *and* practice administrative activities (both front and back office).

A Web Portal is much more than a Web site! Your Internet Strategy must consider both your patients and your practice. A personalized MedWired Web Portal has two sides to meet this Internet imperative:

Patient Side: Provides a public presence for your practice on the World Wide Web—a dynamic, interactive Internet presence for providing content and information for educating your patients and online services such as daily health news. This resembles a Web site (can be accessed using any browser) but is much more interactive and beneficial!

Practice Side: An Internet Management Tool that can only be accessed by designated practice personnel. This tool enables you to organize, manage, and add practice applications to your Web portal (which is accessed on the Internet using any browser). These applications can fall into a number of different areas in your practice such as accessing reference information/content, business processes such as claims or referrals, communication processes with patients and practice partners, clinical processes such as outcomes data collection or disease state management, and more.

You can manage both your patient and practice side from your desktop using MedWired's Internet Console (or you can have MedWired manage it for you—the choice is yours). The Internet Console supports your Web portal by allowing you to make edits quickly and easily while efficiently managing online administrative resources. The result? A Web portal that is dynamic, interactive, and beneficial to both your patients and your practice.



What's in Your Prototype Portal?



A *prototype* Web portal is our first step in Web development. MedWired developed your prototype with your practice in mind, using graphics that fit your specialty and practice-specific content from ASPA's physician database.

When you visit your prototype Web address*, you will find a portal with a basic home page, physician bio, and general office information (if available). With your help, we seek to expand on this basic 'shell' to build a Web portal that is informative and feature-rich for your practice, patients, prospects, and peers.

To move your portal from prototype to completion, we need to get some feedback and additional information from you. Our goal is to build a tool that meets your practice's needs and expectations. Your MedWired customer service representative is here to answer questions and help take your Web portal live as quickly and easily as possible.

In order for us to proceed with development of your portal, ***please complete the term sheet on page 13. We cannot proceed with development until we receive a signed term sheet.***

As you provide us with this information, think about how you want your Web presence and Internet tool to benefit your practice. Common objectives include:

- establishing an online presence
- improving practice efficiencies
- generating additional practice revenue
- enhancing your competitive edge
- offering additional customer service
- recruiting physicians/office staff
- providing information to current patients
- delivering healthcare information to healthcare consumers and the general public

****Please note that your prototype portal is not available to the general public. The only way the portal can be accessed is by typing in the practice-specific Web address that was given to you in the introductory letter. Your 'live' portal will have a domain name that you choose, and will be accessible by anyone with Internet access. During the development process, we will work with you to get the domain name of your choice and will handle all of the administrative tasks and costs associated with securing that name for your practice.***



Building Out Your Web Portal



In order to complete your Web portal, we need you to fill out the term sheet on page 13 and fax it back to us as soon as possible (303.268.2911). We cannot proceed with portal development and completion until we receive a signed term sheet from you.

If you would like to complete the term sheet online, please visit the following URL:

Term Sheet

http://www.medwired.com/ASPA_Online_Ordering/ASPA_Term_Sheet.htm

(or you can link to this form directly from your prototype home page)

As we work towards completion of your Web portal, we will be working closely with you to ensure the highest level of satisfaction.

Questions? Please call us toll-free at 1.877.985.2900 or email your customer relationship representative at the email address provided on page 3.



Portal Components



We want your Web portal to be exactly that—*yours!* As you start thinking about how you want your completed portal to look and function, a lot of questions will come to mind. As eHealth experts, we are here to make suggestions on how to best maximize your Web presence while giving you control over how you can benefit from your own personalized Internet management tool.

Below, we have outlined some common components in practice Web portals to help guide you in gathering content and determining how you want the public-facing portion of your portal to look and function when finished.

The Home Page

MedWired kept important items in mind when we built your public-facing home page—including branding, look and feel, and navigation. These items will create a ‘first impression’ when a visitor accesses your portal on the Internet.

When completed, your practice’s home page will contain a number of items, including:

- Practice name
- Physician/office staff names
- Links to specific patient or physician information (navigation—see page 8-10)
- Graphics/fonts/colors that relate to healthcare and/or your practice’s specialty

The information you decide to include in your portal will be accessed from the home page through links. Common links (and descriptions) are included on the next few pages.



Home Page Links



Visitors that access your Web portal through the Internet will find information about your practice by clicking links on your home page (and other pages). Below is a list of common links that many practices use on the public-facing side of their Web portal. If you would like additional, custom links, let us know and we will work with you to incorporate them.

About Us/Our Practice

The About Us/Our Practice page typically includes general practice information, including how/when your practice was started, the vision or mission, practice philosophy, specialty services, etc. This is a brief, top-level view of your practice and should answer the question, "Tell me a little about your practice."

Physicians/Office Staff

Physicians/Office Staff members are listed on the home page. When a visitor clicks on the person's name, they will be taken to a page that provides more information on that person through a CV or bio. Pictures can also be included on this page.

You can also add physician email links on their individual pages. If you choose to use doctor email addresses on your Web portal, we can provide you with a general disclaimer about privacy and providing medical information online.

Office Locations

Having location information on your Web portal is a bonus for any patient who wants to find you but doesn't want to call and wait on hold for an address or directions. Whether you have one office or 10 offices, providing an address and/or map is critical and very useful (especially when your patients can print a page that has your address, phone number, and a map and take it with them).

MedWired maps your location based off your practice address. This map shows your exact location, including cross-streets and major intersections.

Practice News

Are you opening a new office? Did another physician join your practice? Are you getting a new piece of medical equipment that improves your service offering? What else would your patients like to know? Tell them here.

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Home Page Links



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Patient Education

Patient education is a popular topic on many physician practice Web portals. Although the general population can now get healthcare information from hundreds of Web sites, a Mercer Group study reports that over 75% of patients prefer to receive healthcare information *through their physician* rather than some other source!

**The information you communicate to your patients and prospects online can come from a number of sources. Many times, practices want to use information that is located in their patient literature. Unfortunately, this is a copyright issue and must be handled in accordance with related laws. MedWired is not responsible for copyright infringement if protected content is given to us without owner consent.*

Your practice can choose to get permission to place copyright-protected information on your portal, can write new content, or can choose from MedWired content. If you have questions, please discuss them with your MedWired representative and s/he will help you determine which option is appropriate for your practice.

Health Alerts

Health Alerts contain important information on a specific topic (for example, Flu Season is Coming) or a product recall. You can link to additional information on your portal or to specific information on another Web site. By providing this timely and important information on your Web portal, you are serving your patients and showing them that you care about their health needs while reducing the time your office staff spends on the phone answering questions.

New Patients

New patient information can be very general or specific. It is common to provide information such as office hours/appointments, emergency contact information, financial policies, insurance listings, hospital information, etc. Online forms are also becoming very popular—saving the patient time at your office and helping you to make your new patient registration process more efficient.

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Home Page Links



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Services

The service page should give an explanation of your entire service offering, including any specialties. As prospects search for a new doctor, this listing of services will help them determine if you provide what they are looking for.

FAQs

Think about all of the phone inquiries your receptionist or office manager gets from day-to-day. Why not put the answers to those questions on your Web portal and have an initial phone recording direct patients and prospects to your Web address if they have general questions?

FAQs should include information on office hours/appointments, emergency contact information, financial policies, insurance listings, hospital information, etc.

Related Links

Related links are links to other Web sites (such as vendors, hospitals, health associations, insurance companies, specialty sites, etc.). If you want to provide a listing of links as a value-added 'service' on your Web portal, please let us know and we'll include them.

Contact Us

This page should contain general contact information on your practice, including practice name, address, fax number, phone number, and emergency numbers. Some practices choose to include email links for the practice and/or the doctors. If you choose to include doctor email addresses on your Web portal, we can provide you with a general disclaimer about privacy and providing medical information online.



The Big Picture



It is a new day and age in the health arena. Major changes have been driven by numerous advancements in technology and medicine. In order to succeed in the new eHealth arena, you must embrace the Internet. MedWired and ASPA are here to help.

By adding an Internet component to your practice, you can:

- Reduce administrative costs (for example, not having to use the phone to answer the same questions over and over again)
- Increase patient satisfaction
- Improve the relationship you have with your patients
- Improve the relationship you have with your vendors, suppliers, and peers
- Improve practice efficiencies
- Increase practice revenues

MedWired and ASPA look forward to working with you to achieve your Internet objectives. Once your ASPA-sponsored Web portal is completed and 'live,' we will continue to work with you to drive traffic to your portal and achieve the greatest online potential. Your MedWired customer relationship representative will contact you every month to see if you have any changes or additions, and will keep you apprised of new Internet developments that will enhance your Web portal and improve front and back office procedures.

Once your initial portal development is completed, we will deliver the second part of this series, the **Web Portal Release Kit**. This kit will describe your completed portal, the search engine registration process, how to market your portal, and how MedWired will work with you to update and maintain your portal so that it stays interesting and beneficial to your patients, prospects, and practice over time.

If you have any questions, please contact your customer relationship representative.



Contact Us



If you have any questions about this Mini Web Portal Release Kit, please contact Adria Maisano at 303.693.0493 or miniwebkit@medwired.com.

If you have questions about your Web portal, please contact your customer relationship representative (see page three) or call 1.877.985.2900 (toll free).

MedWired Corporation

5613 DTC Parkway
Suite #850
Englewood, Colorado 80111

303.268.2900 (main phone number)
303.268.2911 (fax number)
1.877.985.2900 (toll free customer service number)

www.medwired.com



Please complete this term sheet and **fax it to 303.268.2911**. Or, fill out this term sheet online by visiting:

http://www.medwired.com/ASPA_Online_Ordering/ASPA_Term_Sheet.htm

Upon receipt, we will contact you and work with you to complete your ASPA-sponsored Web portal.

This Agreement, dated (mm/dd/yy) between MedWired Corporation and (the "Customer") outlines MedWired's Web Portal offer to the Customer.

Products/Services

MedWired agrees to provide the following products/services under the Agreement:

1. **Web Portal:**

MedWired will develop and deploy a customized Web Portal at no cost. The Web Portal will be built and maintained using MedWired's PracticePortal™ development tool.

2. **Services:**

The following services will be provided at no cost to the Customer:

Web hosting: MedWired will host the Customer's Web Portal on MedWired servers

Maintenance: MedWired will provide basic monthly Web Portal maintenance

Customer Service: MedWired's trained customer service representatives will provide the client with ongoing customer service and support

Term of Agreement

The term of the Agreement will be for two (2) years from the date the Web Portal is posted to the Internet. The Agreement will be renewable for additional one-year periods unless either party gives notice not less than 60 days prior to expiration of the term.

Fees and Payment

The MedWired Web Portal will be provided at no cost for the term of the agreement.

By: Date:

Practice Name:

Note: A complete Customer Contract will be executed later in the process (upon final review of Customer portal).

Revised 09.20.00

