

Compounding Website Order Form and Contract

FAX to 888.270.8878 or complete at www.StoreyMarketing.com/start_now.php. Call 800.270.8878 or email info@storeymarketing.com with any questions.

Pharmacy: _____ Street Address: _____
Contact person: _____ City, State/Province: _____
Phone: _____ Email for contact person: _____

Mobile responsive websites for compounding pharmacies include 16 sections (over 200 web pages) of referenced compounding information and 6 months of the feed subscription and updates, and are personalized with your colors, logo, photos, contact page with interactive Google map, Notice of Privacy Practices, links to your existing social media pages, and your choice of 3 standard options. Base price \$3999. Additional options start at \$175 each for basic content (i.e. one page of text, 4 photos, and or simple fillable form of 10 lines or less).

Please select 3 or more Options (menu item with corresponding content) to be included on your website. **Following are examples of options that can be included for the standard price, unless otherwise stated.** We can discuss your ideas and quote any additional charges for features that you request.

- Consultation forms**** – may include our female HRT consultation form that can be completed/submitted securely online. (For male form also— add \$99)
- Online refill requests**** – patients can order refills 24/7. Includes a basic online form which is submitted securely to your pharmacy. Some pharmacy software systems provide an interface to automate online refills.
- Online prescription transfers**—patients can provide info 24/7. Includes a basic online form which is submitted securely to your pharmacy.
- About us**— history of the pharmacy, philosophy, “Employee Gallery” with photos and bios of key staff (Up to 8 subjects for base price).
- Newsletter sign-up**—requires an email management system (Constant Contact) to manage signups and send out newsletters.
- Nutritional supplements , Diabetes care, Immunizations, DME, etc.** — page describing the service or link to a separate website
- Seminars/Events/Screenings**—provide info about screenings, upcoming seminars, registration form, etc.
- Ask our pharmacist**—fillable online form to encourage your visitors to ask questions about their medication problems and is submitted securely to you.
- Links/Resources**—links to informational websites or key organizations (we suggest that you provide a brief description for each link)
- Recommended practitioners/Health partners**
- Online store (ecommerce module with mobile compatibility)** \$2999. \$29/month fee covers upgrades and routine maintenance to store backend.
- Compounding news**—A new article about compounding is automatically posted to your website each month, and previous articles are archived and searchable. Requires subscription \$249/yr for **general** with option of **veterinary** articles added every other month for \$125/yr.
- Health news**—Weekly newspaper articles are automatically posted to your website, and previous articles are archived and searchable. \$399/yr or \$599/yr in combination with print subscription.
- Practitioner newsletter archive**—Current articles are automatically posted to your website, and previous articles are archived and searchable. \$29/month for archive maintenance in addition to monthly newsletter subscription fee. Articles are password-protected.
- Women’s health content**—9 sections of women’s health information for \$799 (one time fee)
- Sterile section**—optional section of hosted content including information you provide about your sterile facility.
- “For Patients” section**—features approximately 10 articles with photos and one new feature article per month, \$499 with \$100 annual fee.
- Blog**—post regular information for your visitors—\$300 for setup
- Mobile Bookmark**—Visitors can add an icon to their smartphone or tablet homescreen to link to your website - \$499
- Links to existing Facebook, Twitter, Google+, Yelp and other social media pages** (FREE if added at time of initial design)

**All online forms are hosted on our HIPAA-compliant server.

We offer many services [hosting, website editing/content management system, e-mail newsletters, etc.] for an additional fee. Call 800.270.8878 to discuss.

Do you have a domain name (URL)? If so, please indicate: www._____

Check here ___ if you would like us to purchase your domain name (registered to you). Cost is \$99 and includes 3 years of registration.

Storey Marketing’s website hosting is \$35/month which includes 5 email addresses OR \$60/month which includes 5 email addresses and editing capability (excluding template, forms and hosted compounding content). Hosting with Storey Marketing includes our initial SEO package, Google Analytics installation and hosting of HIPAA-compliant forms.

Terms: The undersigned is an authorized representative of the pharmacy/business associated with this website, and he agrees, on behalf of himself, his business partners, employees, and any other person or entity associated with this business, to indemnify and hold harmless Patricia L. Storey, Storey Marketing, and any employee or representative of Storey Marketing, for any liability, judgments, settlements, costs, or expenses which are incurred as a direct or indirect result of the content or use of this website. The website is designed based on current standards/regulations at time of design. Requests for website design or content upgrades required due to changes in standards/regulations is billable and must be prepaid.

It is further understood that the website content and files are for inclusion on the website of the above pharmacy only, and may not be used for any other purpose, and cannot be shared with or sold to any other entity. The hosted compounding content will be updated in content and manner as deemed prudent by Patricia L. Storey, R.Ph. Your website design fee includes six months of the subscription to the hosted compounding content feed and updates. After which the pharmacy will be invoiced for the subscription and updates on an annual basis (\$399 - subject to change).

If the annual fee payment is not received by the due date on the invoice, the subscription will be discontinued and your compounding pages will appear blank on your website. Any past due invoices and reinstatement fee must be paid in full for the subscription to be reactivated. All prices are subject to change.

As our economical price is based on efficiency, **all materials which Storey Marketing needs to design your website per your request must be provided within 45 days of signing this contract unless other arrangements are made or additional fees** of \$150 every 30 days plus any increase in cost of website or options will apply.

Stock photos or graphics used on your website may not be reused for any purpose (online or print) per Storey Marketing’s usage agreement with Getty Images. Unauthorized use of these photos or graphics will result in penalties from Getty Images, which will be the sole responsibility of the pharmacy or business.

Signature _____ Date _____

Payment is by VISA, Mastercard, or American Express: [Provide below or securely online at <https://StoreyMarketing.com/forms/embed.php?id=4476>]

Cardholder name: _____ Credit Card #: _____ Expiration date: _____ CVV: _____

Upon receipt of your order, Storey Marketing will charge your credit card for half of the base price of a website (\$1999.50). Your website consultant will then discuss your needs and verify the options that you want to include before charging 50% of the cost of any additional options. After a brief discussion, we will email a list of information that we need to design your website. A non-functionalized mockup of the homepage will be provided for your review and approval of layout and color selection. Once we have received all of your information, the balance of your payment will be due/charged and the development process will begin. You will receive a link to a review site within 20 business days (does not apply to e-commerce sites/online stores). After your website has entered the development phase, any changes to information you have provided or designs you have approved will be at your expense.