**Purpose**,

To offer potential patients information about medical, surgical and wellness treatments in various countries, and to collect Leads of those patients to get in contact with them and make treatment offers.

**Scope and Details of Work**,

1. Managed, powerful hosting in target countries (e.g. Russia, Ukraine, Rumania, Eastern Europe, Arab-speaking countries.)
2. ongoing technical support and development (to be discussed and quoted separately)
3. CMS with languages
4. CRM and support system
5. site and affiliate program languages for beginning: Russian, english, german, Hebrew, arabic. Allowing us to add and edit languages at any time.
6. 2 copies of this system will be required
7. API access for partners and lead generation from partner sites.
8. System with different user-rights.
9. Support ticketing system.
10. Each clinic and doctor will have own login to backend to see acquired leads and patient info, and allow them to make an offer within the system and comment on medical data of patient. Some clinics will need their own lead-support and ticketing system access from the system.
11. Integrated affiliate program with White Labeling – Template system and marketing material, statistics, languages, etc etc. two good examples of nice systems: <http://mmp.mashservices.com/> (Username: affiliate57. Password: medtour2), <http://affiliate.online-rx.biz/>. Affiliate Backend has to be very nice and userfriendly, offering marketing materials, free WLs, statistics, analytics, generate different tracking links, payments, see (some) support comments and procedure of lead.
We will need basic marketing materials to begin with in Russian, Ukrainian, German, English to begin with (several designs and several sizes). Preferably GIF and Flash animations.
Allow Second-Tier affiliate tracking.
Cookie technology to track visitors for affiliate program. Affiliate reward methods: CPL, CPA, Revenue share, Hybrid models. WL templates should include several templates adjustable by affiliates (e.g. colours, some content, name, logo, etc.), and include following different kind of templates: kind of templates:

-portals (talking about different illnesses, treatments, hospitals, clinics, doctors, countries and tourism, etc) and medical tourism sites.

 -hospital related sites (about specific hospitals or clinics)

- illness related sites (about a specific disease, illness, treatment, etc)

- MD business card sites (a business card site to be offered to doctors in different countries as their own website: e.g. dribrahimov.medtour.ru, …)

All templates should focus on lead-generation and include some basic tourist information and offers (e.g. hotels, touring, travel, translator services, car rental, chauffeur, etc etc)

All templates should be designed to look expensive and quality, trustworthy service. Use nice Women, nurses, doctors. Make it look exclusive!
Templates should have possibility for user to upload their medical data directly into the system.
All templates should have possibility to (later) integrate LiveChat.
Contact Us and local Phonenumbers to be displayed prominently on websites.
Allow Multilingual templates (if desired).
Create 8-10 template designs total in beginning (at least 2 per category).

1. Basic SEO optimization for target countries and search engines+indexation (google, yahoo, bing, yandex, etc)
2. Free technical support during 6 months. It includes development, bugs correction, solving technical problems.
3. statistic & tracking systems
4. allow pixel tracking
5. Brand logo designs
6. Coding
7. HTML & CSS Templates
8. Browser Testing (IE6, IE7, FF2, FF3, Opera, Safari, Chrome)
9. include:
 Photo gallery
 User community (forum)
 Multilingual Newsletters System
 Affiliate websites on separate domains with customized design
10. few more point for templates to remember:
bottom menu important, sitemap, use bread crumbs, side menu, top menu nice, use nice font, easy navigation, seo optimisable, languages, testimonials on site, possibility to leave contact always! (usually on left or right side), section for countries, tourism, flights, medical info, etc etc (for countries, tourists, etc) (also remember that for backoffice).
11. Provided Sitemap (at the end of this document, which was already provided by Brazer) is a good design and point of reference.

**Work,**

To be performed at programmers preferred location. Target Markets in beginning will be: Russia, Ukraine, Arab-speaking countries, Eastern Europe.

**Period of Performance and Deliverables Schedule** (Today, 20.2.2011)

Go Live with Beta version within 30 days.
Prior to that, go live with several Website-Templates within 10 days of today.

Completion of whole system expected within 45 days.

**Applicable Standards**,

As reference similar websites in the industry can be taken, and examples provided in earlier communication.

**Acceptance Criteria**,

When points mentioned in this document are fulfilled and allow easy and effective flow of all components and parts of this system and parties involved. Design criteria and usability are essential and should be fulfilled by all criteria given.

**Special Requirements**,

6 months technical support, minor developments, bug fixing, etc., following the completion of the project.
after 6 months continued support (if interest exists) for a monthly fee.

**Type of Contract/Payment Schedule**,

30% upfront.
70% with completion of the project.

**Miscellaneous**,

we need a direct contact person, not just by email, also by phone and skype available.
System to be programmed in a way that allows later easy transfer to other servers, and other programmers of the same or similar programming language to work without further complications and and deeper understanding on the system (to fix bugs, develop the system further, etc etc).



some usable domains (more and other languages added soon):

BRAVAMED.COM

BRAVA-MARKETING.COM

ACESO-MEDICAL.COM

DASAHA.COM

KEDMED.COM

HOLYMEDTOUR.COM

TOUR-MD.COM

TOUR-DOCTOR.COM

TURCUR.COM

TOURCURE.COM

BARIMARKETING.COM

BARI-MARKETING.COM

MEDBARI.COM

BEGOODMED.COM

HYGEIA-MEDICAL.COM

SUNMEDTOUR.COM

BRAVA-MEDICAL.COM

BARI-MEDICAL.COM