

Wyndmoor Rehab Associates, P.C.  
Michael Cheikin M.D.  
832 Germantown Pike, Suite 3  
Plymouth Meeting, PA 19462  
cell 610-639-6034

March 22, 2018

Greg Condon  
Greg Condon Design  
227 East Meade Street  
Philadelphia, PA 19118  
215-242-0353  
gregcondon@verizon.net

Dear Greg:

Your proposal lacked time frame and specs which I believe are necessary. I believe you said we could have this done by June-ish? I'm also not comfortable paying 50% in advance unless there are substantial material purchases that you must make; however I am flexible on this issue since Theresa is your reference. I proposed an alternative structure that will pay you 58% early on. Please review the enclosed addendum to your documents and let me know what you think. I look forward to working with you.

Sincerely,

Michael Cheikin M.D.

Encl:

Greg Condon Greg Condon Design 227 East Meade Street Philadelphia, PA 19118 215-242-0353 gregcondon@verizon.net	March 20, 2018  cheikin.com c4oh.org	Michael Cheikin M.D. Wyndmoor Rehab Associates, P.C. 832 Germantown Pike, Suite 3 Plymouth Meeting, PA 19462 cell 610-639-6034 cheikinm@msn.com
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Specifications:

- 1) Form submission: users able to download and upload pdfs. Forms received by email and/or drop into searchable subdirectory
- 2) Passwords, geared to memberships in programs with overlaps
  - By user and group.
  - Ability to download/upload (export/import) lists of users and groups from text file
  - Expiration dates for passwords
- 3) Articles: two types
  - Internally generated--content will be provided in text, jpg and pdf formats.
  - Custom template for article with two columns, center box (text list or graphic), ability to change colors of borders, fills.
  - Titles and text searchable.
  - Externally generated: pdfs from other sources, titles searchable
  - Ability to generate file list (directory) of subdirectory on the fly, and print that list. Example: link to "thyroid articles" provides a current list of articles in web/patient/papers/thyroid directory, sortable by name, date, etc (as in a file manager).
- 4) Phone support
  - website errors
  - urgent/functional errors- turnaround in 1 business days
  - non-urgent ie formatting etc--turnaround in 3 business days
  - training of staff-- scheduled and occasionally urgent
- 5) Templates
  - Custom template for main page, page classes (such as "article", "program", "nutrient", "recipe", some with printable format
- 6) No proprietary or licensed components without prior written approval. Copyright owned exclusively by Michael Cheikin MD except proprietary components agreed in advance
- 7) Standard Wordpress website functionality:
  - proper tags to enable SEO, google analytics, other tracking functions
  - blog function with levels, passwords linked to above
  - ability to change speed of all animations such as menus, fades, slideshows
  - ability to change contact information, hours, emails, etc
  - ability to create popup messages/subscription option after being on website for \_\_ seconds
  - links to social media, constant contact, etc.
- 8) Website access: access to website data limited to immediate staff. Names and resumes (linkedin) provided for those given access
- 9) Implement on godaddy or equivalent platform, move as staged below
- 10) Stages/Payments:

Stage		Paid	Time Frame
	in advance, 33%	\$1,751.67	
1	structure implemented, demonstration of passwords, searchability, directory listings (file manager function), templates, forms, blog, 25%	\$1,313.75	6/1/2018
2	completion of move, function, launch, 25%	\$1,313.75	6/15
3	completion of training, tweaks, 17%	\$ 875.83	6/30
4	future: store, database functions	.....	.....

By	Accepted:	
Michael Cheikin MD	Greg Condon	Date

Comment [GJC1]: Like your pdfs, yes?

Comment [GJC2]: This is a feature for your use, yes?

Comment [JAK3]: I'd be cautious about what you are promising here re: a full year and make sure the turnaround time is reasonable. Also, I'd be very specific that this is for ERRORS, not changes.

Comment [GJC4]: I'm really pretty flexible on this often providing free support bc generating a bills takes more time than to help fix the problem. I would do this at no charge for a year and a yearly maintenance fee thereafter

Comment [GJC5]: We'll probably want a premium SEO drop in for this. I would request your help fine tuning the analytics and tracking

Comment [GJC6]: Some of this might be doable via the theme but sometimes I have to do it via a script or style sheets (CSS)

Comment [GJC7]: Contingent of whatever files and user management schema we implement.

Comment [JAK8]: Assuming his availability

Comment [GJC9]: This is all fine