



2860 Michelle Drive, Suite 230
Irvine, CA 92606
Phone: (800) 656-0907 New Fax: (800) 656-0907

Addendum for Marketing Services

Date: 2/21/2020
Client: Carolina Vein Specialists
Contact Name: Dr. Mark Featherston
Street: 1130 New Garden Rd.
City: Greensboro **State:** NC **Zip:** 27410
Phone: 336-258-4115

This is an addendum to the original contract signed October 17, 2019. The purpose of this addendum is to provide Client a website refresh and required SEO, valued at **\$63,050**. Client and HS agree to the following Terms:

The initial term is to be extended by 24 months (January 2021 through December 2022). The Monthly payments for new branding and creative work will be added in the amount of \$5,255 per month for six (6) months beginning March 2020 in order to cover 50% of the total cost of the additional work, or \$31,525. The remaining 50% of the project costs shall be considered covered under the Monthly Marketing Partnership Program payments at a rate of \$1,125.89 per month over the remaining 28 months of Marketing Services Agreement Term. All other Terms included in the contract dated October 17, 2019 remain unchanged.

Client and HS agree to the following Terms:

Branding and Creative Development

- Website Refresh
 - Redesign of Header/Navigation
 - Up to 3 rounds revisions
 - Redevelop Header/Navigation
 - Redesign Home Page
 - Up to 3 rounds revisions
 - Redevelop Home Page
 - Up to 15 pages of copy writing
 - Redevelopment of site on WordPress
 - Simplify theme and make pages less cluttered, do away with all the distracting color blocking
 - Up to 3 rounds revisions
 - Include chat feature integration
 - Embed cart options into a shopping page
 - Create Functional Bill Pay system
 - Create web form archive system

Required SEO

- Improve performance and load times
- Fix site canonical
- HSTS the domain
- Change top-left logo from
- And misc. ongoing pursuant to items listed in detail in [this document](#)

DS Initial DS Initial

Note: The above marketing activities will be ongoing. Like any marketing campaign, activities may be phased in and prioritized as appropriate.

Payments for services (excluding media buying services) are due monthly, in advance, the first being due to begin.

Payment Schedule: Payments are due on the 1st of every month.

Payment Method: EFT on file

Branding & Creative Development:


Monthly Payments 3 – 8 \$5,255 per month

Monthly Digital Marketing Partnership Program:

Monthly Payments 3 – 36 \$ 7,500 per month (of which \$1,125.89 per month dedicated to website & advanced SEO for months 9-36)

Authorization:

I hereby authorize Healthcare Success to commence work on the services listed above. I agree to the extended contract Term, the total fees and method of payment specified on this contract.

DocuSigned by:
 2/26/2020

Authorized Healthcare Success Representative Date
Healthcare Success, LLC

DocuSigned by:
 2/26/2020

Client Date
Carolina Vein Specialists