

4. Describe attractions in community or surrounding areas. Please include community events, community atmosphere, and the landscape's best features.

5. Describe community amenities (shopping, arts, museums, recreational and sporting events, restaurants, theaters, churches, etc.)

6. Describe school system (public, private, nearby universities, community colleges, etc.)

7. Highlight local businesses and growth.

Organization Profile

1. Name and describe facility. Please consider type of facility (acute care, community health center, private practice, etc.), for profit/not-for-profit, number of beds, population served, etc.

2. What is your facility's mission or goal?

3. Describe the accomplishments and accolades of your facility.

4. Describe your staff and services. Be sure to include the atmosphere and environment of your organization. Please list any specialty services.

5. Please list and describe technology available to healthcare providers (open MRI, full lab, electronic medical records, mammography, etc.)

6. Highlight future plans for growth.

**University of Kansas Medical Center
Rural Health Education and Services
Focus on Kansas
Policies and Procedures**

Rural Health Education and Services (RHES) reserves the right to develop appropriate descriptions to promote the community/facility based on the information given by the client.

Photographs and Images:

Each client is encouraged to submit **5-20** photographs and/or images of the featured community. *Note: Photographer grants unlimited, nonexclusive use license to Rural Health Education and Services (RHES). RHES reserves the right to use the photographs in printed materials and by electronic means in the promotion of the community and RHES programs. Suggestions for photographs include: facility, staff, community, community members, parks/recreation, festivals/special events, etc. Please include a short, detailed description of each photograph submitted. Photographs may be sent via e-mail to Laurie Scott, lscott4@kumc.edu, or a CD may be sent to the address listed below.

Spotlight Community Feature:

Each client web page will receive a one-time featured email to attract potential candidates and will be featured as the “Spotlight Community” on the homepage of *Focus on Kansas*. The featured email will be launched at the discretion of RHES. The client will be notified 1 week in advance of the email blast and will receive the featured email when launched.

Contingency Contract clients receive 2 featured emails and will be sent at the discretion of RHES.

Additional Spotlight Community E-mail Blasts:

Additional e-mail blasts may be purchased for \$100 each. Payment must be received by RHES before additional emails are sent.

Maintenance:

Each client may request updates to their web page. RHES staff will update each web page for a maintenance fee of \$50/hour with a 1 hour minimum. Client will be invoiced by RHES for maintenance after updates are completed. When website is renewed, for a new contract year, updates to webpage are included in the annual fee.

Contact information:

For questions or comments, please contact:

Laurie Scott
Office Coordinator
Rural Health Education and Services
1010 N Kansas
Wichita, KS 67214
Phone: 316-293-2649
Fax: 316-293-2671
lscott4@kumc.edu

**University of Kansas School of Medicine
Rural Health Education and Services**

**FOCUS ON KANSAS
Website Development and Marketing
CONTRACT FOR ANNUAL REGISTRATION**

THIS CONTRACT is made and entered into this _____ day of _____, 2007, by and between

University of Kansas Medical Center
Rural Health Education and Services, hereinafter
"RHES"

and

_____,
hereinafter "CLIENT"

WHEREAS, RHES provides website development and marketing services; and

WHEREAS, CLIENT desires to obtain the services of RHES program, Focus on Kansas; and

WHEREAS, RHES desires to provide such website development and marketing services for CLIENT.

NOW THEREFORE, in consideration of the agreements contained herein, it is hereby mutually agreed among the undersigned parties as follows:

1. Responsibilities of CLIENT. CLIENT hereby agrees to:
 - a. CLIENT must currently be in good standing with the Kansas Recruitment Center and/or Kansas Locum Tenens Program.
 - b. Provide complete and accurate information about the CLIENT'S organization.
 - c. Provide complete and accurate information about the community in which CLIENT'S organization is located (limit one community).

- d. Provide and release photographs of the CLIENT'S organization and community.
- In the event RHES staff provides such photographs, all copy rights belong to RHES.
 - e. Complete all required paperwork and submit to RHES within time specified or requested by RHES
 - f. In the event that required paperwork is not completed and returned to RHES within a reasonable amount of time, RHES has the option to suspend all website development, website maintenance, and marketing activities with the CLIENT until such time as CLIENT complies with the contractual requirements.
 - g. All website maintenance must be completed by RHES staff.
2. Responsibilities of RHES. RHES hereby agrees to:
- a. Provide web page under the domain name of focusonkansas.com.
 - b. Provide web page design and development to include community and organizational information and photographs as shared by CLIENT.
 - c. Market CLIENT web page with a one-time featured email to attract potential candidates.
 - d. Promote the Focus on Kansas website to attract a high volume of exposure to CLIENT'S organization and community.
 - e. Refer inquiries regarding available practice opportunities to the CLIENT as listed with the Kansas Recruitment Center and/or Kansas Locum Tenens Program.
3. Candidate Referral. All Candidates that respond, initiate contact, or inquire about practice opportunities as a result of the CLIENT web page located on focusonkansas.com will be considered an indirect referral of the Kansas Recruitment Center (KRC). In the event a candidate is hired by CLIENT, as a result of an indirect or direct referral, client will pay KRC applicable fees. Applicable fees are defined as:
- a. KRC clients with a contingency contract will pay the fees outlined in the contingency contract.
 - b. In the event CLIENT does not have a current contract with KRC, CLIENT agrees to pay an annual registration fee of \$500.
 - c. KRC clients with a current contingency contract will receive two featured emails to attract potential candidates.
4. Relationship of the parties. Nothing herein is intended to create the relationship of joint venturer, partner, or agent and principal, or any party to the other nor any right to govern or control the operations of the other party, but each party will be and remain independent and responsible for its own acts and those of its own employees.
5. Fees. In consideration of the services provided under this Contract, CLIENT agrees to pay RHES Five Hundred Dollars (\$500.00) in one payment for the annual registration. Upon completion of CLIENT'S web page, a one-time marketing email which features the CLIENT'S organization and community will be sent.

If the CLIENT would like to purchase additional marketing emails featuring the organization and community, a fee of \$100 per additional feature email will be invoiced by RHES to the CLIENT.

CLIENT has the option to update or adjust the information on CLIENT web page during the contract period. All maintenance must be completed by RHES staff. If a CLIENT requests maintenance work on their web page, CLIENT will pay a fee of \$50.00 per hour, with a one hour minimum. An invoice will be issued by RHES to the CLIENT.

6. Term and Termination. This Contract will become effective _____ and will remain in effect until _____. During this time, Client's web page will be developed, maintained, and active. Contract may be renewed annually thereafter upon the written consent of both parties. This Contract may be terminated, for any or no reason, upon 60 days advance written notice to the other party. In the event of cancellation of Contract, CLIENT agrees there is no refund of the annual registration fee.

7. Entire Agreement. This Contract constitutes the sole and only agreement among the parties hereto regarding the subject matter hereof, and correctly sets forth the rights, duties, and obligations of each party. Any agreements, promises, negotiations, or representations concerning the subject matter of this Contract not expressly set forth herein are void and of no force or effect whatsoever.

8. Notices. All notices, requests, demands, or other communications required or permitted hereunder to be in writing will be deemed to have been duly delivered if delivered in person, or sent by registered or certified mail, postage prepaid to:

If to KRC:	University of Kansas Medical Center Rural Health Education and Services 1010 North Kansas Wichita, KS 67214
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If to CLIENT:	_____ _____ _____
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Either party may change said address by written notice to the other party, given at the address provided above.

9. Governing Law. This Contract is made in the state of Kansas and will be controlled by the laws of the state of Kansas in all matters or interpretations of this Contract.

IN WITNESS WHEREOF, the parties hereto have executed this Contract in counterparts, each of which is to be considered an original.

CLIENT

By: _____
Name

Title

KRC

By: _____
Barbara Atkinson,
Executive Vice Chancellor

APPROVED AS TO FORM

By: _____
Steve L. Ruddick,
Associate General Counsel

Invoice

Rural Health Education and Services
KU School of Medicine
1010 N. Kansas, Suite 3026
Wichita, KS 67214-3199

Description	Qty	Rate	Amount
Focus on Kansas.com Annual contract and website development	1	\$500.00	\$500.00
Total:			\$500.00

Please make checks payable to *The University of Kansas Medical Center*
and remit to above address.

Thank you!