

Practice Name: _____ Website: _____

Practice Address: _____ City, ST Zip: _____

Practice Phone: _____ Practice Mgmt System: _____

Practice Contact: _____ Contact Email: _____

Best Day/Time to Contact: _____

Privacy Policy

Boomerang Communications collects practice, client and patient data from practice management systems to provide valuable reminder marketing services and to generate marketing performance reports. Boomerang Communications is committed to keeping this confidential information secure, only using it in accordance with this privacy policy. Boomerang Communications will not disclose any practice data to outside users without the practice's expressed written permission. The services provided by Boomerang Communications include but are not limited to:

- Track and report performance within a single practice
- Track and report performance and compare to other practices
- Produce targeted client communications such as reminders and targeted campaigns

Boomerang Communications also retains and aggregates the practice data collected from all of its clients. The aggregated data is completely de-personalized (anonymous as to practice name, client or pet). This data is used for practice performance analytics and comparisons, and benchmarking. Boomerang Communications does not disclose specific client or pet information under any circumstances.

Data Extraction

Boomerang Communications is utilizing the data extraction services of Vet Data in order to prepare practice data. Vet Data is bound by the Boomerang Communications Privacy Policy and the practice data will be utilized only for the reminder services outlined below. Practice signature below authorizes Vet Data to conduct data extraction services.

Non-Disclosure

Practices receiving reporting and client communication services from Boomerang Communications are prohibited from revealing any Boomerang Communications methodologies, processes or end-products to any outside third party.

Reminder Services

Boomerang Communications will provide Reminder Marketing Services on behalf of Practice :

- Client Communications: develop creative content and graphics for client/pet print reminders and other campaigns.
- Prepare Practice Data: extract the data on specific clients and pets to be included in the reminder campaigns.
- Fulfillment: print/mail or electronic transmission as determined by agreement with Practice.
- Marketing Campaign Reporting: Each campaign will include the following reports to the Practice:
 - Campaign execution reports: campaign identification and description, mailing dates, targeting criteria, number sent.
 - Campaign tracking reports per campaign provided monthly to include number of client responses, response rate, number of sales (conversions) and conversion rate.

90 Day No-Risk Trial: practice pays full fees during 90 Day No-Risk Trial. A practice-specific target response rate will be established during initial consultation and, if not achieved after 90 days, all fees will be refunded, excluding postage. Practice may cancel reminder services at any time.

Fees

- Reminder Performance Assessment and Consultation: \$495
- Large Format postcards: \$0.73 each (postage included) • \$10.95 Weekly Processing Fee
- One time Setup of Reminder Template & Program Reminder Rules: \$49

Authorizing Practice Signature

Signature: _____

Name: _____

Signed Agreement to: Kim Moran: kimm@boomerangC.com

Consultation: Paul Hall: paulh@boomerangvet.com 614-593-2282

Client Service: Kim Moran: kimm@boomerangC.com 919-368-8242

Operations: Eric Muhlenkamp: ericm@boomerangC.com 614-595-2234