

SCOPE OF WORK

Digital Growth & Strategic Partnership

ENGAGEMENT DETAILS

CLIENT	Arizona Advanced Imaging, Scottsdale, Arizona
SERVICE PROVIDER	Andrew Rapley, Strategic Growth Consultant
PRIMARY CONTACT	Sean Zahniser, Chief Executive Officer
PRIMARY CONTACT	Gunnar Perales, Director of Sales and Marketing

1. ENGAGEMENT OVERVIEW

This Scope of Work outlines a strategic partnership between Arizona Advanced Imaging and Andrew Rapley for comprehensive digital growth, operational excellence, and business development services.

The engagement focuses on accelerating patient acquisition, strengthening referral networks, and expanding digital market leadership through a combination of digital growth strategy, search visibility optimization, referral partner development, and operational improvement initiatives.

The program is designed to position Arizona Advanced Imaging as one of the most visible and recommended diagnostic imaging providers in its core markets across traditional search platforms, local discovery channels, and emerging AI-driven recommendation systems.

Key Initiatives

- Digital growth strategy and marketing optimization

- Search visibility leadership across Google and AI platforms
- Patient acquisition and referral network expansion
- Conversion optimization and operational improvements
- Data-driven performance monitoring and continuous optimization

Primary Objective

The primary objective of this engagement is to position Arizona Advanced Imaging as the most visible and recommended diagnostic imaging provider in its core markets by accelerating patient acquisition, strengthening referral partner relationships, and building digital market leadership.

This will be achieved through a combination of search visibility optimization, referral network development, digital marketing strategy, operational improvements, and performance-driven growth systems.

2. DELIVERABLES & SERVICES

A. DIGITAL GROWTH, SEARCH VISIBILITY & PATIENT ACQUISITION

STRATEGIC FOUNDATION

Deliverable 1.1 - Comprehensive Digital Audit

- Website technical audit (azadvancedimaging.com): page speed, mobile responsiveness, SEO structure, conversion funnel analysis
- Booking forms and appointment scheduling system review
- Social media channels audit (Facebook, Instagram, LinkedIn, Google Business Profile)
- Google Business Profile listing and local SEO assessment
- Google Analytics review: tracking implementation, data quality, patient acquisition channels
- CRM integration and lead management system evaluation

Deliverable 1.2 - Competitive & Market Analysis

- Detailed analysis of local and regional imaging center competitors
- Competitor digital strategies, websites, and online presence comparison
- Referral partner assessment: current relationships, referral volume, relationship strength
- Market opportunity identification: untapped segments, growth opportunities, expansion potential
- Seasonal trends and market timing analysis

Deliverable 1.3 - Strategic Findings Report & Presentation

- Comprehensive strategic analysis document
- Executive summary with key findings and top 10 recommendations
- SWOT analysis with prioritized action items and implementation roadmap
- ROI projections for recommended initiatives
- In-person executive presentation to Sean and Gunnar with Q&A session

SEARCH VISIBILITY, AI DISCOVERY & LOCAL MARKET DOMINANCE

Healthcare discovery is increasingly occurring across both traditional search engines and AI-driven platforms. This initiative focuses on strengthening Arizona Advanced Imaging's visibility across Google Search, Google Maps, and emerging AI discovery platforms such as ChatGPT, Gemini, Perplexity, and similar large language model-driven systems.

Strategic initiatives include:

- Technical SEO optimization to improve indexing, crawlability, and search ranking potential
- Keyword strategy targeting high-intent imaging searches such as "MRI near me," "open MRI Phoenix," and "same day MRI"
- Optimization of Google Business Profiles across imaging center locations
- Development of location-specific landing pages designed to capture geographic search demand
- Structured data and schema implementation to enhance search engine and AI platform readability

- Educational and FAQ content designed for conversational search queries
- AI discovery optimization to increase the likelihood of recommendation by large language model platforms
- Reputation and review growth strategies to strengthen search authority signals
- Monitoring of search rankings and visibility across both traditional search engines and AI discovery environments

Outcome: Position Arizona Advanced Imaging to achieve top 3 visibility on Google for priority imaging service keywords and strong discoverability across AI-driven search platforms, with the objective of becoming one of the most recommended diagnostic imaging providers in its primary service markets.

ADVERTISING & PATIENT ACQUISITION CAMPAIGNS

Deliverable 2.1 - Google Search Ads

- Keyword research and selection for high-intent imaging searches
- Ad copy development and landing page optimization
- Campaign setup, tracking, and conversion monitoring
- Weekly performance monitoring and optimization

Deliverable 2.2 - Facebook & Instagram Advertising

- Audience research and targeting strategy
- Ad creative development and audience segmentation
- Campaign setup across both platforms
- Weekly performance analysis and creative rotation

Deliverable 2.3 - LinkedIn Professional Advertising

- Audience targeting for PI attorneys, physicians, and chiropractors
- Professional ad creative and messaging development
- Campaign setup targeting decision makers and referral sources
- Performance tracking and optimization

GEO-TARGETED DIGITAL CAMPAIGNS

Advertising strategies will include geo-targeted and geo-fenced digital campaigns designed to capture demand within defined geographic areas surrounding imaging center locations.

Targeted areas may include:

- Hospitals
- Orthopedic clinics
- Physician offices
- Urgent care centers
- Personal injury law offices
- High-density healthcare corridors

These campaigns are designed to increase awareness and referral activity among high-value patient and professional audiences located within each center's surrounding service area.

LANDING PAGES, WEBSITE OPTIMIZATION & CONVERSION SYSTEMS

Deliverable 2.4 - Landing Pages, Website Optimization & Conversion Tracking

- Custom landing pages optimized for conversion by service type
- Mobile-responsive design with fast load times
- Call-to-action buttons and appointment booking integration
- AAI website assessment, fixes, and optimization
- AI scheduling and FAQ bot implementation on main website
- Comprehensive conversion tracking and analytics implementation
- CRM integration with lead capture and tracking
- Phone call tracking and conversion pixel implementation
- Real-time performance dashboard and attribution modeling

CONTENT & SOCIAL MEDIA

Deliverable 3.1 - Content Creation

- Blog posts on imaging topics with SEO optimization
- Case studies showcasing patient outcomes and results
- Internal linking strategy and content distribution plan
- Social media content calendar and posting schedule

Deliverable 3.2 - Social Media Content Management

- Posting across Facebook, Instagram, LinkedIn, and YouTube
- Rolling content calendar defined with upper management
- Community engagement and response management
- Monthly analytics reports and audience growth tracking

Deliverable 3.3 - Attorney & Physician Outreach Program

- Identification and research of qualified PI attorneys and physicians
- Personalized outreach and relationship building
- In-person meeting scheduling with key prospects
- Referral incentive program development (if applicable)
- Tracking and follow-up system for all outreach

Deliverable 3.4 - Email Marketing Campaign

- Welcome email series for new referral partners
- Educational content series on imaging services
- Case study and testimonial sharing
- Monthly newsletter with AAI updates and industry insights
- Automated follow-up sequences for leads and prospects

Deliverable 3.5 - Google Analytics & Search Console Setup

- Google Analytics 4 implementation and configuration
- Goal and conversion tracking setup
- Google Search Console setup and optimization
- Website indexing and crawl error resolution
- Sitemap submission and optimization

- Search performance analysis and reporting

Deliverable 3.6 - Corporate Email Setup

- Corporate email accounts setup for staff
- Email security and authentication configuration
- Email management system integration
- Staff training and onboarding

Deliverable 3.7 - Review Management & Reputation System

- Bird Eye review system setup and management
- Review collection and engagement strategy
- Client feedback and review solicitation campaigns
- Review response management and engagement
- Reputation monitoring and reporting
- Local SEO optimization through review management

Deliverable 3.8 - Video Production & Editing

- Short-form video production (30 to 60 seconds)
- Long-form YouTube video production (5 to 10 minutes)
- Patient testimonials and case study videos
- Service explanation videos
- Full post-production including editing, color correction, and captions
- Thumbnail design and platform optimization
- Video analytics tracking

OPTIMIZATION & REPORTING

Deliverable 4.1 - Ongoing Optimization

- A/B testing of ad copy, creative, and landing pages
- Bid adjustments based on performance data
- Audience refinement and targeting optimization

- Conversion rate optimization and funnel analysis
- Weekly optimization reports and recommendations

Deliverable 4.2 - Performance Monitoring & Reporting

- Weekly tracking of leads, conversions, and ROI by channel
- Daily monitoring of campaign performance and budget spend
- Real-time alerts for underperforming campaigns
- Weekly performance summaries to Gunnar
- Monthly comprehensive performance dashboard with KPIs
- Attribution analysis and channel effectiveness evaluation

Deliverable 4.3 - Referral Relationship Development (If Applicable)

- Follow-up meetings with qualified referral prospects
- Relationship building and trust establishment
- Presentation of AAI services and referral process
- Negotiation of referral agreements and terms
- Establishment of referral tracking and feedback systems
- Monthly check-ins with active referral partners

MARKET EXPANSION & STRATEGIC GROWTH INITIATIVES

Market Expansion Strategy

- Evaluation of geographic expansion opportunities within Arizona and surrounding markets
- Market demand analysis for potential new imaging center locations
- Competitive landscape assessment for expansion markets
- Strategic recommendations for new market entry

Strategic Partnerships & Referral Network Growth

- Identification of high-value partnership opportunities with healthcare providers and referral sources

- Development of referral growth strategies for physicians, orthopedic clinics, and legal partners
- Strategic relationship development with healthcare organizations and professional networks
- Identification of partnership opportunities that increase patient acquisition channels

Service Line & Revenue Expansion

- Evaluation of additional imaging services or diagnostic offerings that may expand revenue opportunities
- Identification of high-demand imaging services within target markets
- Strategic recommendations for service line positioning and promotion

Executive Strategy Advisory

- Ongoing advisory support to executive leadership
- Participation in growth strategy discussions and planning sessions
- Identification of emerging growth opportunities and industry trends

B. OPERATIONAL EXCELLENCE [OPTIONAL]

OPERATIONS & SYSTEMS

Deliverable 5.1 - Standard Operating Procedures Development

- Complete documentation of operational processes as requested by Director of Operations
- Procedures for: Patient Intake, Insurance Verification, Imaging Protocols, Referral Management, Billing & Collections, Quality Assurance
- Process flowcharts and decision trees
- Staff training materials and implementation guides
- Continuous improvement framework

Deliverable 5.2 - Training Materials & Knowledge Base

- Comprehensive training documentation for all operational processes

- Video training modules for key procedures
- Knowledge base system for staff reference
- Onboarding materials for new team members
- Best practices and standard procedures documentation

Deliverable 5.3 - Database Development

- PI Attorneys Database including contact information, referral history, and relationship status
- Physicians Database including specialties, referral volume, and relationship strength
- Database maintenance and updates
- Integration with CRM and referral tracking systems

Deliverable 5.4 - Marketing Templates & Materials

- Email templates for referral partner communication
- Presentation templates for referral meetings
- Branding guidelines and marketing collateral
- Case study templates and formatting
- Social media templates and content calendars

C. BUSINESS DEVELOPMENT (SONDESERTMOTORS.COM) [OPTIONAL]

WEBSITE & SALES

Deliverable 6.1 - Website Optimization & SEO

- Website audit and optimization recommendations
- SEO strategy and keyword targeting
- Content optimization for search visibility
- Technical SEO improvements
- Performance monitoring and reporting

Deliverable 6.2 - Sales Strategy & Materials

- Sales process documentation and optimization
- Sales collateral development
- Lead qualification framework
- Sales training and coaching
- Performance tracking and analytics

Deliverable 6.3 - Lead Generation Setup

- Lead capture mechanism implementation
 - Lead nurturing workflow development
 - Automated follow-up sequences
 - Lead scoring and qualification system
 - Integration with sales CRM
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3. ENGAGEMENT TERM & RENEWAL

Initial Engagement Period: 3 months

Renewal Structure: Automatic 12-month renewal unless either party provides written notice of non-renewal at least 2 weeks prior to the end of the current term.

Renewal Discussion: Renewal terms, pricing adjustments, and scope modifications will be discussed and finalized at least 2 weeks before the end of the current term to ensure continuity of services.

Contract Effective Date: The term begins on the date of contract signature. Monthly invoices will be due on the same calendar date each month as the contract signature date.

4. IN-OFFICE PRESENCE & TRAVEL

Recommended On-Site Time: To maximize engagement effectiveness and ensure success with relationship building and operational implementation, the Service

Provider will spend 1 week per month in Arizona. An additional week per month may be necessary and agreed upon by both parties.

On-Site Activities

- In-person meetings with referral partners
- Collaboration with AAI leadership and staff
- Campaign optimization and troubleshooting
- Relationship development with stakeholders
- On-site training and operational improvements

Travel Coverage

All business travel expenses related to this engagement are covered by the Client as required by the needs of the company, including:

- **Airfare:** Flights/travel provided by Client to Phoenix, Houston or other markets as required
- **Accommodation:** Provided by Client as required
- **Ground Transportation:** Company vehicles, rental cars, rideshare, taxis and parking as required by Client as needed
- **Approval Process:** Service Provider notifies Client of travel needs; Client approves within 3 business days
- **Reimbursement:** Itemized receipts submitted within 7 days; reimbursement within 7 days of receipt or company card with approved expenses by Client

5. 3 MONTH IMPLEMENTATION TIMELINE

Core Deliverables (3 Months+)

During the 3-month engagement period, the following deliverables will be executed:

- Comprehensive digital audit and competitive analysis
- Strategic findings report with recommendations

- Executive presentation and strategy alignment
 - Google Search Ads campaign setup and launch
 - Facebook & Instagram advertising campaigns
 - LinkedIn professional advertising campaign
 - Custom landing pages optimized for conversion
 - Conversion tracking and analytics implementation
 - Content creation (blog posts and case studies)
 - Social media content management (Facebook, Instagram, LinkedIn, YouTube)
 - Video production and editing
 - Email marketing campaign setup and sequences
 - Google Analytics and Search Console setup
 - Review management system implementation
 - Weekly campaign monitoring and optimization
 - Monthly performance reports and strategy recommendations
 - 3-month comprehensive performance analysis and report
 - Renewal discussion and recommendations for months 4-12
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6. FUTURE PHASES & ADD-ON SERVICES

Referral Partner App Development

Following completion of the initial engagement period, a custom referral partner application may be developed to streamline the referral process and strengthen relationships with attorneys and physicians.

Features may include referral submission, real-time status tracking, automated notifications, analytics dashboards, secure authentication, and integration with scheduling and CRM systems.

7. KEY TERMS & CONDITIONS

7.1 Service Provider Responsibilities

- Execute deliverables as outlined in this Scope of Work
- Provide performance reporting and strategic recommendations
- Maintain strict confidentiality of Client information and patient data
- Communicate regularly with Sean and Gunnar regarding progress and opportunities
- Spend 1 week per month on-site in Arizona (2 weeks if necessary and agreed upon)

7.2 Client Responsibilities

- Provide access to necessary systems and resources
- Provide feedback and approvals for campaign execution
- Allocate internal resources where required
- Pay invoices according to the agreed payment schedule

7.3 Compensation & Payment

- Monthly invoices issued on the anniversary date of contract signature
- Payment due within 5 days of invoice date
- Advertising budget billed separately from the consulting retainer

7.4 Scope Flexibility

The scope may evolve as business needs change and new opportunities are identified. Material changes will be documented through written amendment.

7.5 Termination & Renewal

Initial Term: No termination during the initial 3-month term without cause.

Subsequent Terms: Either party may terminate with 30 days written notice following the initial term.

7.6 Performance Disclaimer

Specific results cannot be guaranteed. Outcomes depend on market conditions, competition, and execution by both parties.

7.7 Confidentiality & Intellectual Property

All work product created during this engagement becomes the property of the Client. The Service Provider agrees to maintain strict confidentiality of all Client information.

8. INVESTMENT & PRICING

Monthly Rate	TBD (To Be Determined Based On Scope)
Engagement Period	Initial 3 months term with 12-month renewal
Advertising Budget	TBD (To Be Determined Based On Budget)
Payment Schedule	Monthly invoices due within 5 days of invoice date

9. SIGNATURES

SERVICE PROVIDER

Signature _____

Name: Andrew Rapley

Date _____

CLIENT AUTHORIZED REPRESENTATIVE

Signature _____

Name _____

Date _____

Document prepared February 2026

Engagement Period: Initial 3 months with automatic renewal

Effective Date: Upon signature by both parties