In this document it will lay out all of the information that should be on the one page design, please make sure that you use the content given and incorporate it into the design of the site. Please pay close attention as it is the text and graphic support that will sell the concept, not just graphics or text alone. I will expect to see the text used in the design. Remember that the site will need to PC, Tablet and mobile compatible. Remember this site is a B2B site, we sell wholesale blood work to medical practices and doctors, we need to make sure that that is a clear message. The message is simple, we help you’re Patients save money and help earn you revenue through our service. It is simple to sign up and it is free of charge.

The list below will help make sure the site flows in the correct direction.

1. Logo top left of page with tag line under logo: Accurate – Fast – Discount Pricing Make sure phone number is to the right side of page, Under the number put an Enroll FREE Now button.
2. Under the logo we will want three slides that say different things with different images. First image: Test tube of blood in a medical hand or something of the sort. The saying will be: Lab Testing Solution Specifically Designed for Doctors and Healthcare Facilities. Slide two image: Lab setting with people: Saying will be: Did you know if you are not using BloodPanel.com you could be loosing tens of thousand of dollars a month even a day? Third slide picture: Patient being happy shaking doctors hand with smile. Saying will be: Make your patients happy by helping them save money. On each slide in the bottom left hand corner make a small button that says “Enroll FREE Now” under that button.
3. Under the slides we will want a graphic that stays there constantly that has Icons with that goes across the length of the slides. Save and Earn Money (show some type of Icon to go along with that) 24-48 Hour Turn Around Time (show clock Icon or something), Over 9000 Tests, 4000+ Locations, Legal and Compliant (show law books or something to show legal)
4. Under the we will want to show a place to the left where a video will go, under the where the video would go we will have a graphic that says “Enroll Now Free”. Next to the video place holder to the right side of the screen we will have an area that say “Why Use BloodPanel.com?” in this area you will copy the bullet points that are on the Flyer. You can use some kind of image in the back ground but make sure it does not over power the message.
5. In this next area I want to have a saying that is large and then icons. Saying: How the Process works for you. 1. Sign up 2. Log into the system 3. Place Blood test order 4. Receive results and treat your patients. Then have the tab again that says “Enroll Free Now”
6. Who is BloodPanel.com, Use some Image and then put the text next to it that is on flyer. The text is in the upper left hand corner of the flyer. In this area with the text make sure to put “Enroll Now Free”
7. How it Helps Patients Section will be next: Make this section large and show Icons once again where you can put them that break up all the text that is in the Flyer we did. Use the text though that is in the flyer. Show pic of happy people.
8. How does this work for your Patients: Show the process, this can be broke down like this: Order tests in Dr.Office (Pay reduce rate), Visit Local Lab (show image of microscope, Doctor gets results and treats Patient. We need to put in text: We do not work in these states: **New York, New Jersey, Rhode Island, Maryland and Massachusetts.**
9. Show most common Blood Test Panels: Put this on the left side of the page: Grab ones that are on flyer, On the right side of the page please make a graphic that will be a pop up that say: “Click Here to Customize Panels”
10. Last section before the sign up form: I want to push this hard text wise and graphics wise should look amazing and eye catching, this is our last stand to help their practice:  
    Should have a big heading: Let us help you so you can help them: Text will be this under that heading. **BloodPanel.com** offers fast, discrete and professional lab services nationally at extremely cost effective rates to Doctors and medical facilities. In turn this allows their cash patients save money and allows the practice to earn revenue. **BloodPanel.com** has made it so the high cost of required blood testing is not a barrier of entry for procedures that require testing first. The certified testing facilities are state of the art, and licensed at state and federal levels with over 4000 locations across the country giving patients easy access for all of your testing requirements.
11. Form at the bottom.