



40 Monroe Center NW
Grand Rapids, MI 49503
616.776.3511
800.435.9539
seyferthpr.com

Talksooner
Updated Scope of Work
September 14, 2020

- 1) Ideation/Research – explore, mine and vet tactical activities, programs, including current new campaign with 4 health care systems (Metro Health, Mercy Health, Spectrum Health and Cherry Health), expansion and engagement ideas *(October/Nov. 2020)*
 - a. Present and refine ideas based on feedback from Healthcare providers, input and analytics data from TOS committee *(December 2020)*
- 2) Develop and implement regional and market specific activities *(Jan. 2021 – Sept. 2021)*
 - a. Prepare timeline, responsibilities, goals and measurements
 - b. Includes media/public relations support for tactical activities
 - c. Includes Family Meal month; Sept. 2021
- 3) Client and project management, committee updates and analytics review
- 4) Opportunity fund – unplanned options that may present themselves to consider
- 5) Includes monthly out-of-pocket costs (not to exceed \$50 unless approved in advance)



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CONTRACT

This agreement between Lakeshore Regional Entity (LRE) and SeyferthPR provides for public relations services from October 1, 2020 – September 30, 2021 for \$60,000 as outlined in the attached scope of work dated September 14, 2020

SeyferthPR would be happy to sign a confidentiality agreement if provided by LRE. Until such an agreement is provided, it is the understanding of all parties that all materials shared are to be handled confidentially.

LRE agrees to defend, indemnify and hold SeyferthPR harmless from any losses, damages or expenses including, without limitation, actual attorney fees, incurred by SeyferthPR as a result of any claim, suit or proceeding against SeyferthPR based upon any dissemination of information or information LRE provided to SeyferthPR or which LRE approved prior to publication or release by SeyferthPR.

Work will commence October 1, 2020 and SeyferthPR will use a 30-day billing period. Terms will be 30 days net.

Cancellation of this agreement may be made by either party with 30 days written notice.

SeyferthPR looks forward to this working relationship with LRE. Please return a signed copy of this contract to SeyferthPR today.

Ginny Seyferth, APR
President
SeyferthPR

Greg Hofman
CEO
Lakeshore Regional Entity

Date Signed

Date Signed