# EXHIBIT C

(Excerpted Replacement for Doc. # 201-16)

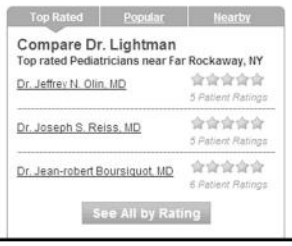



EXHIBIT 5

# Related Doctors

- We should present related doctors in intelligent ways and a user friendly design.
- Options are top rated, recently viewed, popular, nearby dentists, ….
- Randomize related doctors (do not have same 10 related doctors for every single Manhattan pediatrician.)

Healthgrades Example




AUTODATE

6

EXHIBIT 5

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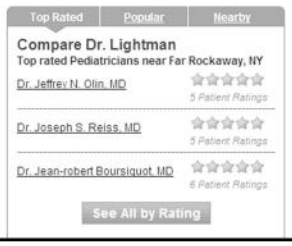


AUTODATE

12

EXHIBIT 5

# Move bottom text to top of page – near doctors name

- Dr. Hylton Lightman practices Pediatrics near Far Rockaway, NY. Additional practice locations include: Brooklyn, NY; New Hyde Park, NY
- There is SEO benefit in having a structured sentence on top of content (see HGRD and InsiderPages for examples)

AUTODATE 17

EXHIBIT 5

# Are You Dr. X

- Move "Are You Dr. X" to the spot right below the doctors picture. This is more visible to the Dr.
- Can we use a 'generic' picture for any doctor that doesn't have a real one. It will keep template consistent and many similar sites do this. (Hgrds,wellness,avvo)



AUTODATE 18

EXHIBIT 5

# New Doctor Page

- It is becoming more advantageous to have additional page(s) per doctor (see HGRD)
- Lets decide what we are comfortable exposing, It can be an appointment page (my fav), awards page or whatever.



EXHIBIT 5