

Nuance Healthcare Connections

Partner Program

Table of Contents

Achieving success as a Nuance Healthcare partner

I. Commitments and Requirements	3
A. Partner Commitments	3
B. Partner Requirements.....	3
C. Program Changes and Termination.....	4
II. Partnership Program Details—Features and Benefits	4
A. Ongoing Sales and Marketing Support	4
B. Dedicated Sales and Marketing Organization.....	4
C. Leads from Nuance Healthcare	5
D. “Not for Resale” Products	5
E. Pricing Incentives.....	6
F. Level 3 Technical Support	6
G. Partner Training Programs	7
H. Corporate Communication	8
I. Partner-Only Website: Access the Latest Information, Sales and Marketing Tools	8
J. Value-Added Distribution Relationships.....	9
K. Partner Marketing Funds (PMF)	10
L. Partner Marketing Funds (PMF) Activities	10
1. <i>Programs Tied to Partner Marketing Funds</i>	10
2. <i>Partner Marketing Business Plan</i>	12
3. <i>Spending and Reimbursement Conditions of Partner Marketing Funds</i> ...	13
M. MAP Policy.....	14
N. Dragon Medical Practice Edition Sales Market Distribution Policy	14
O. Connections Channel Partner Logo Guidelines	15
P. Nuance Trademarks and Logo Usage.....	18
III. Program Authorization Levels	18

Commitments and Requirements

I. Commitments and Requirements

A. Partner Commitments

Nuance Healthcare partners must commit to the following objectives:

- Actively participate in the creation of a healthy and profitable channel, from the partner to the Authorized Value Added Distributor (VAD) to Nuance.
- Invest in resources and personnel to support and expand Dragon® Medical Practice Edition as well as have healthcare industry knowledge and capabilities.
- Increase partner knowledge in the healthcare market and remain open to exploring new and emerging markets as opportunities arise.
- Develop an action plan that includes a life-cycle and opportunity management system as well as sales reporting to the Authorized VAD and Nuance.

B. Partner Requirements

- **Attendance:** Partner is required to participate in all mandatory information webinars and conference calls hosted by Nuance.
- **Revenue Requirements:** Partner is required to sell a minimum of \$50,000 per year, based on Partner cost to the Authorized VAD.
- **Business Planning and Forecasting Requirements:** Partner is required to:
 - a. Provide Quarterly and Annual Business Plans and Reports using the Nuance Healthcare Business Plan spreadsheet, as well as other minimal but necessary reporting as requested; and
 - b. Provide quarterly summary of return on investment of demand generation of activities using the Nuance Healthcare marketing return on investment spreadsheet.
- **Staffing Requirements:** Partner is required to:
 - a. Have a minimum of one (1) full-time pre-sales technical engineer who has passed the pre-sales technical certification examination with respect to the then-current version of Dragon Medical Practice Edition; and
 - b. Have a minimum of one (1) full-time sales account manager who has passed the sales certificate examination with respect to the then-current version of Dragon Medical Practice Edition.
- **Certificate Requirements:** Partner is required, at its own expense, to:
 - a. Have each sales account manager pass the sales certificate examination within sixty (60) days of the availability of the certification test for each new Dragon Medical Practice Edition version release;
 - b. Have each trainer and support person pass the product knowledge certificate examination within (60) days of the availability of the certification test for each new Dragon Medical Practice Edition version release.

Partnership Program Details

- **Marketing Requirements:** Partner is required to:
 - a. Provide a link from partner’s website to the Nuance Healthcare Web Site; and
 - b. Provide a minimum of one (1) case study candidate annually to Nuance.
- **Support Requirements:** Unless End User has purchased direct Nuance maintenance and support, if made available for sale through Partner, Partner is required to provide its own technical support to End Users.

C. Program Changes and Termination

Nuance reserves the right to change or discontinue the Program or any aspect of it at any time, in its sole discretion, as stated under the Healthcare Connections Partner Program Agreement.

Partner’s failure to adhere to the requirements set forth in this Section I of the Program Guide may result in the termination of the Healthcare Connections Partner Program Agreement, at Nuance’s sole discretion. A partner that is de-authorized for any reason cannot re-apply to the Nuance Healthcare Connections Partner Program for a minimum of eighteen months, and must have the support of both the Nuance Healthcare Channel Marketing Manager and the National Director of Channel Sales prior to application.

II. Partnership Program Details – Features and Benefits

A. Ongoing Sales and Marketing Support

The Nuance Healthcare Connections Partner Program is designed to provide you with ongoing sales and marketing tools and resources that you can directly access to empower yourself, including:

- Partner Program Web site containing collateral and educational resources for you and your team
- Direct phone and face to face interaction (Healthcare Channel Marketing Manager)
- Live, web-based education programs in which you and your team can participate

When you first join the Nuance Healthcare Connections Partner Program, the Nuance team will work with you to develop a plan to ramp up your sales to meet the Program requirements. All Partners are required to work closely with their Authorized VAD representatives as well as the Nuance Channel Partner sales and marketing organizations.

B. Dedicated Sales and Marketing Organization

Nuance Healthcare has a full-time, dedicated channel marketing and sales organization focused on providing resources and programs to support demand generation programs in key vertical and regional markets, driving leads and sales in appropriate market segments back to the Partners. Resources that you can call on to augment your sales and marketing efforts include:

- **A Director of North American Healthcare Channel Sales** whose sole focus is the performance of our partners
- **A National Channel Sales Manager** whose sole focus is the performance of our partners.
- **Channel Marketing Manager** who will support reseller marketing initiatives and campaigns designed to help grow business, as well as manage Partner Marketing Fund accruals and reimbursement.

Partnership Program Details

Below is a list of key Nuance contributors for you to get to know and work with. Upon joining the program, feel free to contact these individuals for assistance.

National Channel Sales Manager	James Lich	james.lich@nuance.com	727-821-5302
Director of Channel Sales	David DaPonte	david.daponte@nuance.com	865-588-5098
Vice President of NA Channels	Patrick O'Riordan	patrick.o'riordan@nuance.com	781-565-5080
Senior Director of Healthcare Marketing	Mark Erwich	mark.erwich@nuance.com	781-565-5070
Channel Marketing Manager	Julie Hohman	julie.hohman@nuance.com	678-808-0650
Senior Director of Solutions Healthcare Marketing	Keith Belton	keith.belton@nuance.com	781-565-4755
Manager, Tech Support	David Jack	8:30 – 5:30 est	321-757-7828
Tech Support	Brian Beck	8:30 – 5:30 est	321-255-8705

C. Leads from Nuance Healthcare

Nuance receives information about new prospects from many avenues, and it provides that information to the channel through multiple avenues.

- **Channel-only demand generation campaign materials**—Nuance will provide you “ready to launch” marketing campaigns that allow you to quickly and effectively execute rapid-response pipeline generation programs.
- **Value Added Distributors**—Nuance works closely with its Authorized VADs for cross-reaching programs to drive leads from the Authorized VAD to the Partners, and Authorized VADs create programs, tools and resources to bring leads directly to the Partners.
- **Partner Locator Tool**—Nuance’s website allows Partners to have a profile listing that directs inquiring physician practices and healthcare organizations to the right Partner, based on geography, medical specialty and EHR expertise.
- **Nuance National Account Channel Manager**—Nuance sales representatives are advocates in helping the Partners acquire prospects for their market segment at multiple levels of interest.
- **Trade Shows**—Nuance will distribute trade show leads for physician practices with up to 24 users to the VAR team based on region and EMR specialty.
- **Website Leads**—prospects often request additional information about products through the “Contact Us” form on the Nuance website. If those prospects fall within the Dragon Medical Practice Edition Market Map, leads will be distributed based on region and EMR specialty.

D. “Not for Resale” Products

- **Not-for-Resale Copies of Dragon Medical Practice Edition.** For each new major release of Dragon Medical Practice Edition made available by Nuance for re-sale through Partner, Nuance will provide Partner with one (1) “Not-for-Resale” Copy of such Dragon Medical Practice Edition release.
- **Additional Not-for-Resale Copies.** Partners may be eligible to receive/purchase additional Not-for-Resale copies through their Authorized VAD.

Partnership Program Details

- **Not-for-Resale PowerMic® II-non scanner version.** The following number of units of Not-for-Resale PowerMic II microphones are made available to partners each year, based on the partner's authorization level, for the Connections Partner Program price of \$150.00 per unit:
 - **1 PowerMic II per year**—Advantage Partners
 - **2 PowerMic II's per year**—Premier Partners
 - **3 PowerMic II's per year**—Elite Partners

Partners may take advantage of this offering by contacting their distributor partner.

E. Pricing Incentives

Nuance may hold promotions and campaigns based on the market and new product offerings to motivate prospective customers to take immediate action. All promotions and campaigns are designed to support the profitability of the Partner in alignment with the market opportunity.

F. Level 3 Technical Support

The Nuance Healthcare Connections Partner Program has a Level 3 Technical Support Center to work directly with your Dragon Medical Practice Edition Professionals to provide support to resolve real time and complex problems. Located in Melbourne FL, this center specializes in support of Nuance Healthcare products. All Dragon Medical Practice Edition support is rendered by a dedicated support team solely focused on support of the Dragon Medical Practice Edition product.

Direct Support—Partner's personnel have access to Nuance support online and through a toll-free telephone line. If Partner does not know its account / organization numbers, please contact one of the Dragon Medical Practice Edition support team escalation points listed within the document found via this URL: [https://isupportcontent.nuance.com/healthcare/documents/partners/PARTNER%20CHANNEL%20Service%20and%20Support%20Process%20\(F\)%2002_2010.pdf](https://isupportcontent.nuance.com/healthcare/documents/partners/PARTNER%20CHANNEL%20Service%20and%20Support%20Process%20(F)%2002_2010.pdf)

Support Online—Using the Nuance iSupport console, https://isupport.nuance.com/OA_HTML/jtfflogin.jsp. Partners can submit and manage support requests, view service history, as well as search for and bookmark knowledge base articles.

Note: Registration is required for iSupport access. Dragon Medical Practice Edition personnel should register for an iSupport account immediately upon receiving their Nuance organization and account numbers. Further detail on support services available to Partners, as well as detailed information on how to register for iSupport, can be found via the following URL: https://isupport.nuance.com/OA_HTML/csksxvm.jsp?nSetNumber=13974#DNSNA

Telephone Support—Level 3 telephone based support for your personnel is available at 877-533-5494 between 8:00 am and 8:00 pm EST Monday – Friday. Emergency assistance is also available via this phone number outside of these hours. Note: Please make certain to have your account number available when calling Level 3 Technical Support. If you have previously been working with this team on a specific issue, make certain to reference the “Service Request” number previously provided by Nuance for that issue.

Best Practice—It is very important to note that if you call with an issue and are provided a resolution, you hold on to the documentation on how to address that issue. Repeat calls to the center on the same issue are carefully monitored to protect this valuable and important resource.

Partnership Program Details

What the Level 3 Technical Support Center is not...

- It is *not* available for use by your customers.
- It is *not* for any material covered in basic training.
- It is *not* for any technical person who cannot walk through the technical instructions on their own.
- It is *not* for any product other than Dragon Medical Practice Edition.

G. Partner Training Programs

We offer partner's sales personnel an opportunity to take our on-line sales course and earn a "Dragon Medical Practice Edition Sales Certificate". The objective of this course is to give Nuance Dragon Medical Practice Edition Account Managers an opportunity to expand their skills with healthcare and technology domain knowledge, product positioning and value propositioning skills, in order to achieve maximum sales results. To request to be enrolled, please send an email to: HealthcareChannel@nuance.com and request your log-on today. There is no charge to earn this sales certificate.

ALL employees who will work with Dragon Medical Practice Edition customers need to pass the Sales Certification Exam.

	<p>To enroll, please visit: https://llearning.seertechsolutions.com/lmt/xlr8login.login?site=nuance</p> <ul style="list-style-type: none">– Select "Healthcare" in the Category dropdown and click on "Search for Course"– Click on the "Buy Now" button next to "DMPE New Partner US" <p>You will then be prompted for payment. The cost of the exam is \$125.00</p>
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Nuance periodically holds a Dragon Medical Practice Edition Sales Executive Certification course. This course is an intermediate level sales course and is designed to assist partners to successfully manage prospects through the sales cycle to closed opportunities. This course offers in-depth workshops on Healthcare and EHR Market update, Mastering Discovery, ROI Selling, Presenting to Win, individual Demonstration Critique and Feedback, and closes with Presentation Evaluations.

This 3-day course is delivered in a face-to-face learning environment. This certification opportunity is by invitation, and the minimum prerequisites are:

1. To hold the Dragon Medical Practice Edition Sales Certificate and
2. Have monthly sales revenue from Dragon Medical Practice Edition sales in each of the preceding six months.

To request to be enrolled, please send an email to: HealthcareChannel@nuance.com. Nuance invests approximately \$5,000.00 per student for this certification. Partners will be responsible for all travel related expenses.

Nuance works closely with its Authorized VADs to deliver sales programs to make Partners efficient and effective. These programs are delivered to Partners from the Authorized VAD in a one-to-many and a one-to-one environment, depending on the program. Nuance also provides direct-to-partner communication and information—exchanged via webinars, conference calls, distribution of articles and white papers—which will make you an expert in the eyes of your prospects.

Partnership Program Details

H. Corporate Communication

As an authorized Nuance Healthcare partner, you can take advantage of Nuance's growing brand recognition as a leader in the speech recognition and healthcare industry. We have dedicated product marketing, public relations, and marketing communications resources, which provide press releases, product materials, case studies, white papers, and other informative and educational materials, that can impact your business today.

I. Partner-Only Website: Access the Latest Information, Sales and Marketing Tools

Nuance provides Partner with additional solutions to empower you to extend your reach to your customers and desired target markets.

Revenew®—Partner Program Website

Nuance has partnered with Revenew to create a dynamic marketing portal to help you better market and sell Dragon Medical Practice Edition. The Revenew portal contains a variety of information, including program information, sales and technical support materials, customer-facing collateral, and integrated marketing campaigns.

Partners can make Dragon Medical Practice Edition collateral their own by adding their logo, contact information, and call to action. These co-branded materials can be downloaded as a high-resolution PDF for printing.

To further support your business, the Nuance Healthcare Channel Marketing portal also offers partners multi-channel marketing campaigns. These campaigns position the value of Dragon Medical Practice Edition in a clinical setting and comprise of multiple touch points (direct mail, email, digital marketing, and so on).

All purchases of collateral and postcards are available to partners at Nuance Healthcare vendor contracted rates and are a pre-approved PMF activity. Most importantly, the cost of collateral and activities that are available through the Revenew portal are automatically deducted from the partner's positive PMF balance, eliminating the need for invoices and proof of performance. Partners without a positive PMF balance are welcome to leverage these resources with their own funds via credit card payment made directly on the site.

The Nuance Healthcare Channel Marketing Portal is hosted by Revenew. Please visit them at <http://www.revenew.com/>.

—For access to the Nuance Channel Marketing site:

1. Go to <http://www.revenewnetwork.com/Login.aspx?>
2. Select **Register Now**.
3. Select **Partner**.
4. Fill out the form. Hit **Submit**.
5. Within 48 hours, you will be approved on the site and your PMF funds will be added to your account.

—If you have lost your password, then:

1. Go to <http://www.revenewnetwork.com/Login.aspx?> and select **"Forgot Password."**
2. Please enter your email address and a new one will be forwarded to you.

Partnership Program Details

Nuance Healthcare Event Management System

Nuance has a website to assist Partner participation at trade shows and events. The site has Partner-focused quick screens and table drapes. All are dressed with the Dragon Medical Practice Edition Partner segment Elite, Premier and Advantage. All event management materials and the site are 100% funded by Nuance. Partner is only responsible for shipping charges to and from the event. Partner's expenses for shipping are a preapproved "Partner Marketing Funds" or "PMF" activity. Partners without a positive PMF balance are free to use the materials and cover the shipping expenses with their own funds. The only expenses not covered by PMF are if the materials are not returned or returned damaged. Materials are limited, and available to Partners on a first come, first serve basis. Partners should plan 30 days in advance of the event, and should return materials promptly to ensure that all Partners have access to the materials as requested.

—If you are a new Partner:

1. To request access please go to the Nuance Event Management System at <https://www.3dexhibits.com/3donline/nuancepartners>
2. Select "request access"
3. An email will open directly to 3D
4. Provide them with your email address and password.
5. Your user ID and password will be emailed to you.

—If you are an existing partner:

1. Please log in <https://www.3dexhibits.com/3donline/nuancepartners>

—If you have lost your password

1. Select "forgot password"
2. Provide them with your email address and new password
3. Your user ID and password will be emailed to you.

J. Value-Added Distribution Relationships

Nuance works closely with its Authorized VADs—your supplier of Dragon Medical Practice Edition. Nuance's Authorized VADs are experts on Nuance products and programs and, as such, are your first and best resource to hear your successes and challenges and to work with you to support your objectives.

Nuance's Authorized VADs are your advocates for guidance and the fastest path to growth, whether you've been doing this for 15 years or 15 days. Nuance's Authorized VADs offer programs and resources for all Partners, experienced and new. Often, the programs and campaigns are funded in whole or in part with the Authorized VAD's own "marketing development funds" as an investment in your business and to shorten your time to market within new and emerging markets.

Partnership Program Details

K. Partner Marketing Funds (PMF)

Nuance has designed the Partner Marketing Funds (PMF) Program, as part of the Nuance Healthcare Connections Partner Program, to supplement your marketing investments and activities into strategic markets. This Program allows Partner to focus on growth and deploying effective campaigns into markets that Partner and Nuance Healthcare have determined, together, are key strategic markets.

Partner Marketing Funds are a monetary benefit based on Partner's current Program Authorization Level and quarterly revenue attainment. The funds are designed to increase marketing reach with targeted activities on an annual and quarterly basis, in alignment with Nuance Healthcare.

Partner must be in compliance with terms set forth in the Partner Agreement to be eligible to accrue PMF. Nuance accrues PMF and reimburses Partner if guidelines and rules are met.

Partner shall use PMF solely in accordance with Nuance guidelines, and shall maintain records of its activities regarding its use of PMF for three (3) years following their expenditure. Nuance may withdraw or recover PMF from Partner if Partner breaches any terms of the Healthcare Partner Program Agreement or this Program Guide.

Partner Marketing Funds Revenue Schedule

Revenue	Advantage	Premier	Elite
\$12,500	3%	0%	0%
\$25,000	3%	0%	0%
\$35,000	3%	4%	6%
\$50,000	5%	6%	8%
\$100,000	6%	8%	10%
\$150,000	6%	10%	10%

Please note the following:

- Revenue is the amount paid by Partner to the Authorized VAD for completed orders.
The schedule above is subject to change at Nuance's sole discretion.

L. Partner Marketing Funds (PMF) Activities

To support your planning efforts, Nuance has developed a menu of activities that serve to lend assistance and resources to your strategic plans. Nuance has also included information on Pre-approved Partner Marketing Funds, Not Acceptable Activities, Return on Investment Planning, and the Partner Funds Reimbursement policy.

1. Programs tied to partner marketing funds:

One of the Connections Partner Program goals is to allow Partners to have some "pre-approved" partner marketing activities. These on-going activities are funded in part or in total by Nuance Healthcare. These on-going campaigns are available to all partners. In many cases, if there is a partner expense as a co-funded item, your available Partner Marketing Funds can be used to cover expenses associated with that campaign.

Partnership Program Details

A second important goal of the Nuance Healthcare Connections Partner Program is to work with our Authorized VADs to design and develop “Partner Nurturing Programs”. These programs have commitments from Nuance, the Authorized VAD and the Partner to reach assertive growth and development objectives. The nurturing programs are strategically designed between Nuance and the Authorized VAD and have a maximum of 20 partners per Authorized VAD. This increases your Partner Marketing Funds, as they often facilitate Nuance Healthcare and the Authorized VAD funds and resources. These programs often require Partner resources and target revenue objectives for Partners to participate. In many cases, these programs are tied to a pre-approved “Partner Marketing Activity” as outlined by the specific tactics associated with the program.

Partner Marketing Fund Activities

Partners are eligible to earn Partner Marketing Funds (PMF) based on their Program Authorization Level.

Activity	Strategic Planning	Eligible Claims	Proof of Performance
Direct Mail	Vendor proposal for list and creative copy	List, print, postage	Vendor contract for list and creative. Final Creative
Any campaigns available in Renewal	None needed, all activities are pre-approved	All pre-approved	None needed. Cost of activities is deducted directly from reseller's PMF balance.
List Procurement	Vendor proposal for list and creative copy	List	Vendor proposal and planned usage
Magazine Ads	Creative copy & circulation/target market info	Creative, media	Final creative
Post Cards	Vendor proposal for list and creative copy	List, print, postage	Vendor contract for list and creative. Final Creative
Email Campaign	Vendor proposal for list and creative copy	List, creative, template	Vendor contract for list and creative. Final Creative
Teleprospecting—External	Vendor proposal, scripts, target audience and call to action	Agency fees	External contracted-pre approved script, vendor metrics call reports
Print/Web Advertising	Vendor proposal for list and creative copy	Creative, media	Vendor contract for list and creative. Final Creative
Trade Shows	Contract proposal and target market	Booth, pre/post show lists, ad in catalogue	Vendor contract, picture of the booth, and listing in the show
Event Giveaways	Vendor proposal, art work with partner and Dragon Medical Practice Edition or program segment logos	Up to 75%	Vendor invoice, final copy
Website Maintenance	Vendor Proposal for Creative	Creative	Vendor Invoice, final creative
Collateral/Literature	Vendor proposal, creative / art work with partner and Dragon Medical Practice Edition product or program segment logos	Print, creative	Vendor invoice, final copy
Partner Events/Conferences	Per event call to action	Location, audience acquisition expenses	Per approved partner marketing funds metrics
Road Shows	Per event call to action	Location, audience acquisition expenses	Per approved partner marketing funds metrics
Round Tables	Per event call to action	Location, audience acquisition expenses	Per approved partner marketing funds metrics
Custom Campaign	Per campaign design	Per campaign approval	Per approved partner marketing funds metrics
Press Release	Creative copy	Writing and distribution	Final creative copy and formal Nuance approval
Program Membership/ Assoc. Dues	Speciality and Regional Medical Groups		Contract with benefits and requires
Physician Advocates	Per event call to action	Up to \$1,500 per day	Contract
Social Media (Facebook, Twitter, LinkedIn, Blog)	Vendor proposal, creative copy	Creative	Vendor invoices, final copies
Pre-approved PMF Funds	Strategic Planning		Proof of Performance
Event Management/co-logoed booth materials	n/a		Invoice <i>(continued...)</i>
Pre-approved PMF programs through Value Added Distributors	n/a		As outlined by the program terms and conditions

Partnership Program Details

Partner Marketing Fund Activities, cont'd

Partner Funds Reimbursement	Return on Investment	Not Acceptable Activities
Complete the business plan template and obtain approval for each quarter prior to engaging in activities with the Healthcare Channel Manager.	Partner must prove that they have the ability to track and manage leads both open and closed to qualify for any PMF funds.	Lower the price or subsidize margins of any Nuance product or service
Execute all campaigns and measure milestones.	Partner must share all minimal but necessary reporting with regard to the open and closed opportunities to qualify for any PMF funds.	Gifts, Gratuities and Entertainment
Provide Nuance Healthcare with 1 invoice from the partner organization for the amount of your pre-approved plan and 1 invoice / Proof of Performance for each activity from the vendors totaling the amount of your invoice or as outlined above.	All activities require a return on investment report. This is included as part of the quarterly business plan. If an ROI report is not submitted, then the activity will not be approved in the future.	Search Engine Place or other "Pay Per Click" Advertising
1. Approval of quarterly report is submitted for reimbursement. Or 2. Additional information is requested and then quarterly report is submitted for approval. Or 3. Activities or proof of performance has not been executed or tracked, declination from Nuance Healthcare.	Return on Investment Reporting will be required as part of the business planning and reimbursement process. Please visit the Return on Investment registration page to register your campaign results 90 days after your campaign or event. http://www.nuance.com/healthcare/partners/partner-marketing-funds.asp	Yellow Pages
		Mail Order Advertising
		Classified Ads / Coupons
		Radio / TV
		Bulletin Boards
		Travel & Associated Expenses

2. Partner marketing business plan

Nuance offers Partners a tool that allows you to utilize and plan your funds on a quarterly basis. The user-friendly Partner Business Plan will empower you to plan, gain approval and claim your existing and newly earned PMF in one place.

This tool includes:

- A quarterly worksheet to incorporate all of your planning goals and objectives.
- A campaign planning worksheet for larger and or longer term projects.

The Partner Business Plan is an opportunity to strategically plan your business goals with Nuance Healthcare once per quarter.

This is an opportunity to review your successes and inhibitors to your Partner Plan.

Partnership Program Details

Partner Business Plan Timeline and Requirements

This is the quarterly time line for the partner business plan and claim:

1. Submit Partner Business Plan within the first 15 days of the quarter
2. Nuance Healthcare Channel Marketing approves plan within 8 business days
3. Partner implements Business Plan upon approval through the end of quarter
4. Partner submits claim within the first 15 days of the quarter end

Best Practices

- Partners can complete the plan for one or all quarters as they desire.
- Nuance will approve the current quarter and provide strategic guidance on additional planned quarters as applicable.
- Plan and strive for measured milestones to indicate potential to improve or overcome inhibitors to your success.
- Measure Return on Investment throughout the campaign to indicate your success through the implementation of your plan.
- Partner may present their claim and present their next quarter plan at the same time.

3. Spending and reimbursement conditions of partner marketing funds

- Partners need to submit and receive approval on a quarterly basis for PMF Activities in a Business Plan and can submit a claim for PMF upon completion of approved PMF Activities.
- Funds spent by a Partner which have not been approved as part of the Partner Business Plan (quarterly) do not qualify for reimbursement through PMF.
- Partner Marketing Funds accrued by Nuance expire if not planned, implemented and claimed by Partner within 6 months of accrual.
- Partners not in compliance with the “Healthcare Connections Partner Program Agreement” may lose access to Partner Marketing Funds. Partners at risk for non compliance will be notified via email and a recommended resolution by the one or more of the following: Nuance Healthcare Channel Marketing Manager, Nuance Director of North American Channel Sales or Nuance Healthcare Legal team.
- Information must be completed in detail and submitted via the partner’s account on the Nuance Healthcare Channel Marketing Portal (Renewal).

Q1 Partner Plan

1. Partner submits plan within the first 15 days of the quarter
2. Healthcare approves plan 8 business days
3. Partner implements plan with approval

Q2 Partner Plan

1. Partner submits plan first 15 days of month
2. Healthcare approves plan 8 business days
3. Partner implements plan with approval
4. Partner submits reimbursement first 15 days of quarter end

Q3 Partner Plan

1. Partner submits plan first 15 days of month
2. Healthcare approves plan 8 business days
3. Partner implements plan with approval
4. Partner submits reimbursement first 15 days of quarter end

Q4 Partner Plan

1. Partner submits plan first 15 days of month
2. Healthcare approves plan 8 business days
3. Partner implements plan with approval
4. Partner submits reimbursement first 15 days of quarter end

Partnership Program Details

Claims should include:

- An invoice to Nuance from the Partner in the amount requested
- Copies of invoices from vendors
- Additional proofs of performance (copies of final creative, etc)

Claims missing any of the information missing above will not be processed until all necessary documentation is received.

M. MAP Policy

Nuance has implemented a Minimum Advertised Pricing “MAP” Policy for Dragon Medical Practice Edition and related products which applies to all Partners, and is by reference made a part of the Program terms and conditions. Partners must follow all terms and conditions as identified in the policy. For a copy of the MAP Policy, please visit the Renewal portal website, www.renewnetwork.com, or contact the MAP Program Administrator at MAPadministrator@nuance.com.

N. Dragon Medical Practice Edition Sales Market Distribution Policy

Nuance has implemented a Dragon Medical Practice Edition Sales Market and Distribution Policy which applies to all Partners and is by reference made a part of the Program terms and conditions. Partners must follow all terms and conditions as identified in the policy. For a copy of the Dragon Medical Practice Edition Sales Market and Distribution Policy or to view the details of this policy, please visit the Renewal portal website, www.renewnetwork.com.

Partnership Program Details

O. Connections Channel Partner Logo and Brand Guidelines

The Dragon Medical Practice Edition Partner logos and brand were created with the entire healthcare channel community in mind. They were designed to increase your customers' and prospects' awareness and value of the delivery of Dragon Medical Practice Edition solutions into the Healthcare market, as well as strengthen your image via association with the Nuance Healthcare brand. The vision behind the brand is to provide partners with a visual indicator of their expertise within the speech recognition healthcare markets. As a member of the healthcare community, your consistent usage of the brand will drive awareness of the importance of the Nuance Healthcare Channel to your existing customers and new prospects.

Text Treatment

- Make sure that the brand name is always used in full. NO ABBREVIATIONS.
- Keep the entire name on one line. The name must appear on one line in a sentence. It cannot be broken up or left as a widow on the next line.
- Do not change the capitalization.
- If registered trademark is requested, put ® (alt+0174) after Dragon® Medical.
- If brand occurs multiple times in paragraphs, you may continue to use brand name in full, or you may modify the subject noun. For example:
“Dragon® Medical Practice Edition is a mission-critical speech recognition solution for clinicians to dictate Progress Notes, HPI, and Assessment and Plan directly into an EHR software system. The solution is up to 99% accurate instantly and includes medical vocabularies covering nearly 60 specialties and subspecialties.”

Logo Treatment

Dragon Medical Practice Edition Partners are granted the use of appropriate Dragon Medical Practice Edition Partner logos. This logo is assigned by the Nuance Healthcare Channel Marketing Manager based on the achievement of each partner segment.

The Dragon Medical Practice Edition Partner logo was designed to be used in most situations as outlined below:

- | | | | |
|---------------|-----------------|--------------|------------------|
| – Websites | – Trade Dress | – Giveaways | – Business Cards |
| – Direct Mail | – Advertising | – Brochures | – Letterhead |
| – Proposals | – Presentations | – Collateral | – White Papers |

Acceptable Logo Usage:



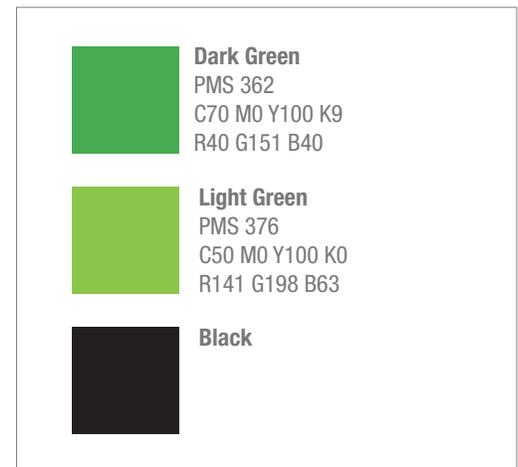
Partnership Program Details

Minimum Clearspace Requirements:

A minimum clearance of 50% of the height of the logo text is required above and below, and 100% of the height of the logo text to the left and the right.



Logo Colors:



- The Dragon Medical Practice Edition logo cannot be enhanced, modified, or altered in any way. If the logo is scaled in size, it must be in proportion to the original size.
- The logo is primarily meant to be used as a full color image. If a black and white version is required please contact marketing communications for support.
- Allow for white space around the logo. A minimum clearance of 50% of the height of the logo is required above and below, and 100% of the height for the left and right.
- The logo can be used left aligned and centered.
- The Dragon Medical Practice Edition logo is the property of Nuance Communications and cannot be combined with any other company's logo, graphic, or text treatment. If third-party use is required, approval of final materials must come from marketing communications.
- The background color must always be a solid color, white or gray. Use against a gradient must be approved by marketing communications. Use against other background colors must be approved by marketing communications.
- When the product logo is used in coordination with Nuance corporate logo, it must be clear and obvious that the Nuance logo represents the company and the Dragon Medical Practice Edition logo represents the product. Please refer to the Nuance Brand Guidelines or marketing communications for advice.
- Do not make logos smaller than 3/4" in width.
- Dragon Medical Practice Edition logos are available in various formats, including jpeg, eps, tiff, and pdf. For further assistance, please email HCMarcomAdmin@nuance.com

Partnership Program Details

Unacceptable Logo Usage:

- Use any logo previous to version 10 in any partner communication.
- Use the partner logo with other editions of “Dragon NaturallySpeaking” are displayed or advertised.
- Use the partner logo with where the words “NaturallySpeaking” are located in prospect/ customer communications.
- Do not use the Dragon Medical Practice Edition Partner logo to represent any of the Dragon Medical Practice Edition Products.
- Trade Shows—do not represent yourself as Dragon, Dragon Medical Practice Edition or Nuance. Instead list your company as ABC Company—X Dragon Medical Practice Edition Partner.



Websites

- Partners may present more than one partner program logo on their websites. The recommendation is to position the logos on the pages in alignment with the products/ solutions they represent.
- Partners may display multiple Nuance partner logos on pages that highlight relationships.

Trade Dress

- Giveaways
- Direct Mail
- Advertising
- Collateral
- Brochures
- Proposals
- Presentations

Business Cards

- Partners may display multiple Nuance Channel Partner Program logos. Partners should opt for the program logos over the product logos.

Letterhead

- Partners may display multiple Nuance Channel Partner Program logos.

Program Authorization Levels

White Papers

- If you have a situation where you are publishing a white paper and require the usage of multiple partner logos, please contact your primary Channel Marketing Manager to obtain guidance and permission from cross functional teams at Nuance.

The usage of the Dragon Medical Practice Edition Partner logo demonstrates your value and relationship to Nuance.

The Dragon Medical Practice Edition Partner program logo shows Nuance’s commitment to our partners and their existing customers and new prospects. As partners use this logo as designed, it will lend credibility to our partners individually and collectively. Please see the samples of the right and wrong usage of logos, on the previous page.

P. Nuance Trademarks and Logo Usage

Partner may use the materials provided on this Web site solely for news reports or other news stories. Your use of the Nuance trademarks is governed by Nuance’s trademark policy, a copy of which is available upon request. You may not use the Nuance trademarks in any way that would constitute or imply an endorsement or sponsorship of your Web site, publication, or other media by Nuance. You do not obtain any license, ownership right, title, or other interest in the Nuance trademarks or copyrights by downloading, copying, or otherwise using these materials.

III. Program Authorization Levels

Nuance Healthcare offers the three levels of Authorized Partners, outlined below. Achievement of these levels is based upon a combination of the level of medical expertise, the level of certification, the investment in staff to meet customer needs and requirements, expertise in a specific EHR, as well as the establishment of first and second levels of customer technical support, and the achievement of required sales objectives.

- **Advantage Partners** are those that have sold between \$50,000 and \$150,000 of Dragon Medical Practice Edition per year.
- **Premier Partners** are those that have sold between \$150,000 and \$500,000 worth of Dragon Medical Practice Edition per year, and provide one customer, per year, that agrees to participate in a written case study produced by Nuance Healthcare.
- **Elite Partners** are those that have sold \$500,000 or more worth of Dragon Medical Practice Edition per year, have a minimum of two (2) full-time pre-sales technical engineers who have passed the pre-sales technical certification examination with respect to the then-current version of Dragon Medical Practice Edition, and provide two customers, per year, that agree to participate in a written case study produced by Nuance Healthcare.



Advantage Partner



Premier Partner



Elite Partner

Program Authorization Levels

How Does Nuance Assign Partner Levels?

All new partners enter the Nuance Healthcare Connections Partner Program as an Advantage Partner, the first level of achievement.

Nuance evaluates partners in alignment with our fiscal year or October 1st through September 30th. Partners are evaluated based on the required criteria outlined above. Partners are notified within 45 days of the start of the new fiscal year of their assigned Program Authorization Level for the year, based on the previous year's achievement.

The Nuance Healthcare Channel Team and the Authorized VADs work closely with partners to understand their goals, objectives and desired Program Authorization Level. Partners can request to be elevated to a higher level if they meet that Authorization Level's revenue quota for two consecutive quarters.

For example: If partner has purchased \$125,000 from their VAD for two consecutive quarters as part of its plan to move from a Premier Level partner to an Elite Level partner, partner can submit a request, in writing, to HealthcareChannel@nuance.com asking to move from one level to another. Partners will be notified within 30 days by the Channel Marketing Manager whether their request for a revised level was granted.

– Partners may request to change their partner program level once per year

Partners will be automatically moved their appropriate Authorization Level during the annual review of program assignment.



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