

**From:** Gavi Berman gberman@mooremedicalgroup.com 

**Subject:** Website login for Editing

**Date:** March 28, 2023 at 3:02 PM

**To:** John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com, Andrew Weitknecht andrew@bizimagemarketing.com

**Cc:** Eric Moore emoore@mooremedicalgroup.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

GB

Hi John and Angela,

Could you pls send us the editing login for our websites – both Caya Health and Moore Medical - or send an invite to set up login information.

I've looked through our files and cannot seem to find it.

Thanks very much

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



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**From:** Andrew Weitknecht andrew@bizimagemarketing.com  
**Subject:** Re: Website login for Editing  
**Date:** March 28, 2023 at 4:26 PM  
**To:** Gavi Berman gberman@mooremedicalgroup.com  
**Cc:** John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com, Eric Moore emoore@mooremedicalgroup.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

---

Hi Gavi,

Please follow the instructions below to set up a login for Caya Health website. We do not manage Moore Medical. Please confirm any updates made before publishing to the site so we can review them on our end!

#### Login Instructions for Caya Health website

Welcome to your website editor! Please click the link below to activate your account and set a unique password:

<http://www.sitemodify.com/login/resetpwd?lang=en&uuid=5575adcc49b84307ad28a985cad0c7b1>

Be sure to write down your password and store it in a safe place. It's important to set your password within 30 days or the link above will expire.

Once you have set your password, please use the following username and link to make changes to your website:

Username: **CayaHealth\_Gavi**

<https://www.sitemodify.com/login>

Thank you,

**Andrew  
Weitknecht**

Bizimage  
Marketing | Multimedia Specialist

p:

407.235.4145

e:

[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)

w:

[bizimagemarketing.com](http://bizimagemarketing.com)



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**From:** Gavi Berman gberman@mooremedicalgroup.com 

**Subject:** RE: Website login for Editing

**Date:** April 12, 2023 at 11:59 PM

**To:** Andrew Weitknecht andrew@bizimagemarketing.com, John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com

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Bizimage Marketing | Multimedia Specialist

p: 407.235.4145

e: [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)

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**Subject:** Re: Website login for Editing  
**Date:** April 13, 2023 at 5:12 AM  
**To:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)  
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Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

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**Andrew Weitknecht**

Bizimage Marketing | Multimedia Specialist

p: 407.235.4145

e: [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)

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**From:** Gavi Berman gberman@mooremedicalgroup.com

**Subject:** RE: Website login for Editing

**Date:** April 13, 2023 at 6:46 AM

**To:** Angela Maher angela\_maher@mac.com

**Cc:** Andrew Weitknecht andrew@bizimagemarketing.com, John Maher bizimage@mac.com, Eric Moore emoore@mooremedicalgroup.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

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I do not intend to make any updates without working with you all. With that said, it makes me uncomfortable that we, as owners, do not have admin access to our own website.

Please provide full admin access today for me and Dr. Moore.

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**From:** Angela Maher <angela\_maher@mac.com>

**Sent:** Thursday, April 13, 2023 5:12 AM

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**Subject:** Re: Website login for Editing  
**Date:** April 13, 2023 at 8:41 AM  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

John, look this over before I send this response to Gavi!

Hi Gavi,

We have no problem doing all the updates you want. It is our company policy that as long as we are responsible for a client's SEO that we do not give full access. In the past, we have done this and it has undone all our SEO efforts. I'm sorry, but because of all of the work that goes into this and the responsibility falling on us we cannot give you full access.

Best regards,

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edit blogs with the access you have provided. Could you please assist with providing [full admin access](#)?

Also, did you all send an invoice for March? I want to make sure you are getting paid now that you are not drafting the account directly. Please send an invoice so we can pay you.

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

1355 South International Parkway, Suite 1481, Lake Mary, FL 32746

(407-559-7011) **CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957) **MOORE MEDICAL GROUP**

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---

**From:** Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>

**Sent:** Tuesday, March 28, 2023 4:26 PM

**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>

**Cc:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Angela Maher

<[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Eric Moore

<[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>; Walter Murray

<[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Mike Spahr

<[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>

**Subject:** Re: Website login for Editing

Hi Gavi,

Please follow the instructions below to set up a login for Caya Health website. We do not manage Moore Medical. Please confirm any updates made before publishing to the site so we can review them on our end!

### **Login Instructions for Caya Health website**

Welcome to your website editor! Please click the link below to activate your account and set a unique password:

<http://www.citamedia.com/login/resetpwd?>

<http://www.sitemodify.com/login/resetpwd?lang=en&uuid=5575adcc49b84307ad28a985cad0c7b1>

Be sure to write down your password and store it in a safe place. It's important to set your password within 30 days or the link above will expire.

Once you have set your password, please use the following username and link to make changes to your website:

Username: **CayaHealth\_Gavi**

<https://www.sitemodify.com/login>

Thank you,

**Andrew Weitknecht**

Bizimage Marketing | Multimedia Specialist

p: 407.235.4145

e: [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Mar 28, 2023, at 3:00 PM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi John and Angela,

Could you pls send us the editing login for our websites – both Caya Health and Moore Medical - or send an invite to set up login information.

I've looked through our files and cannot seem to find it.

Thanks very much

**Gavi Berman** | Director of Marketing & Business  
Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

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Fl. 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**  
4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL  
32746 (407-732-7957) **MOORE MEDICAL  
GROUP**

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: Website login for Editing  
**Date:** April 13, 2023 at 8:52 AM  
**To:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)  
**Cc:** Andrew Weitknecht [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Eric Moore [emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com), Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)

Hi Gavi,

We have no problem doing all the updates you want. It is our company policy that as long as we are responsible for a client's SEO that we do not give full access. In the past, we have done this and it has undone all our SEO efforts. I'm sorry, but because of all of the work that goes into this and the responsibility falling on us we cannot give you full access.

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Apr 13, 2023, at 6:45 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

I do not intend to make any updates without working with you all. With that said, it makes me uncomfortable that we, as owners, do not have admin access to our own website.

Please provide full admin access today for me and Dr. Moore.

Thank you

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

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---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Thursday, April 13, 2023 5:12 AM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Cc:** Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>; John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>; Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: Website login for Editing

Hi Gavi,

In regards to your request for full access, we are responsible for your SEO and any major changes to your website need to be done through our team. Please forward all updates to Andrew and we will be happy to get those done for you. Please feel free to contact me with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Apr 12, 2023, at 11:59 PM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Andrew,

I need full admin access to edit all page content etc...it looks like I can only edit blogs with the access you have provided. Could you please assist with providing [full admin access](#)?

Also, did you all send an invoice for March? I want to make sure you are getting paid now that you are not drafting the account directly. Please send an invoice so we can pay you.

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

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---

**From:** Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>

**Sent:** Tuesday, March 28, 2023 4:26 PM

**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>

**Cc:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Angela Maher

<[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Eric Moore

<[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>; Walter Murray

<[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Mike Spahr

<[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>

**Subject:** Re: Website login for Editing

Hi Gavi,

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### **Login Instructions for Caya Health website**

Welcome to your website editor! Please click the link below to activate your account and set a unique password:

[http://www.sitemodify.com/login/resetpwd?  
lang=en&uuid=5575adcc49b84307ad28a985cad0c7b1](http://www.sitemodify.com/login/resetpwd?lang=en&uuid=5575adcc49b84307ad28a985cad0c7b1)

Be sure to write down your password and store it in a safe place. It's important to set your password within 30 days or the link above will expire.

Once you have set your password, please use the following username and link to make changes to your website:

Username: **CayaHealth\_Gavi**

<https://www.sitemodify.com/login>

Thank you,

**Andrew Weitknecht**

Bizimage Marketing | Multimedia Specialist

p: 407.235.4145

e: [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Mar 28, 2023, at 3:00 PM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi John and Angela,

Could you pls send us the editing login for our websites – both Caya Health and Moore Medical - or send an invite to set up login information.

I've looked through our files and cannot seem to find it.

Thanks very much

**Gavi Berman** | Director of Marketing & Business  
Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

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Fl. 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**

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**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com) 

**Subject:** AWS logins

**Date:** July 1, 2025 at 5:09 PM

**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), John Maher [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com), Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

**Cc:** Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)

WM

---

**Subject:** Quick Request – AWS Access for Internal Records

Hi John,

Hope you're doing well. As part of tightening up our internal documentation and ensuring we have everything properly organized, I realized I don't have login credentials or access information for the AWS account where our Caya Health website is hosted.

Can you please share the necessary access details or point me in the right direction so we can have this on file? No changes are needed — it's just to make sure we have everything documented on our end.

Appreciate your help with this — let me know if you need anything from me to make that happen.

Thanks as always for your partnership.

*Walter V Murray DBA PhD DBA*

Walter V Murray DBA PhD DBA  
Chief Financial & Operating Officer



[Home](#) [Primary Care](#) | [Behavioral Health](#) ▾ [Depression](#) ▾ [Weight Loss](#)

CAYA HEALTH | COME AS YOU ARE

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**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com) 

**Subject:** RE: AWS logins

**Date:** July 1, 2025 at 8:40 PM

**To:** John Maher [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)



Oh ok, so as clients of BizImage we don't get access limited to just our site and not your entire BizImage server

---

**From:** John Maher [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**Sent:** Tuesday, July 1, 2025 6:32 PM

**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com); Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com); Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)

**Subject:** Re: AWS logins

Afternoon

You are on our Bizimage servers provided by AWS for security. Bizimage is your hosting provider.

Bizimage Marketing iPhone

On Jul 1, 2025, at 17:09, Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com) wrote:

**Subject:** Quick Request – AWS Access for Internal Records

Hi John,

Hope you're doing well. As part of tightening up our internal documentation and ensuring we have everything properly organized, I realized I don't have login credentials or access information for the AWS account where our Caya Health website is hosted.

Can you please share the necessary access details or point me in the right direction so we can have this on file? No changes are needed — it's just to make sure we have everything documented on our end.

Appreciate your help with this — let me know if you need anything from me to make that happen.

Thanks as always for your partnership.

*Walter V Murray DBli PhD DBli*

Walter V Murray DBli PhD DBli

**From:** John Maher bizimage@mac.com   
**Subject:** Bizimage: Agreement Reconciliation & Transition Close-Out  
**Date:** December 31, 2025 at 8:53 AM  
**To:** Crystal Vargas cvargas@cayahealth.com, Walter Murray wmurray@mooremedicalgroup.com  
**Cc:** Angela Maher angela\_maher@mac.com, Mike Spahr mspahr@cayahealth.com



Hi Crystal and Walter,

I'm writing to bring both parties together to ensure clarity and alignment as we close out the transition related to the Bizimage service agreement.

As a reminder, the existing agreement between **Bizimage** and **Caya Health** remains in effect through **March 8, 2026**. Following the ownership transition, the website and marketing systems continue to operate and deliver value to the business during the transition period.

To help remove any ambiguity and close this out cleanly, we want to align on reconciliation of the remaining balance associated with services delivered and value retained.

### Agreement Reconciliation Summary

- **Total outstanding agreement balance.**
- **Services delivered:** Website, marketing infrastructure, and related systems remained active during the transition
- **Objective:** Clean close-out and orderly disengagement or handoff

In situations like this, Florida business practice generally recognizes that when services continue to operate and deliver value during a transition, those services are reconciled so there is no imbalance or confusion between parties.

Our intent here is not to assign fault or create friction, but simply to ensure the agreement is resolved professionally and consistently with standard M&A transition practices.

Please let us know how you would like to proceed with settling the outstanding balance so we can complete the transition and, if needed, coordinate an orderly (30) day handoff of website and domain access.

Thank you, and we appreciate everyone's cooperation in closing this out smoothly.

Best regards,



**John Maher**  
Strategy & Metrics Specialist



Contact

 407.235.8250

 [bizimagemarketing.com](http://bizimagemarketing.com)

 [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)   
**Subject:** Re: Bizimage: Agreement Reconciliation & Transition Close-Out  
**Date:** December 31, 2025 at 11:03 AM  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Crystal Vargas [cargas@cayahealth.com](mailto:cargas@cayahealth.com)  
**Cc:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)



Thanks John

Regarding the outstanding balance - please clarify what you are referring to and what that amount is? My records show there is ZERO outstanding balance at this time

---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Sent:** Wednesday, December 31, 2025 8:53 AM  
**To:** Crystal Vargas <[cargas@cayahealth.com](mailto:cargas@cayahealth.com)>; Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Subject:** Bizimage: Agreement Reconciliation & Transition Close-Out

Hi Crystal and Walter,

I'm writing to bring both parties together to ensure clarity and alignment as we close out the transition related to the Bizimage service agreement.

As a reminder, the existing agreement between **Bizimage** and **Caya Health** remains in effect through **March 8, 2026**. Following the ownership transition, the website and marketing systems continue to operate and deliver value to the business during the transition period.

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Please let us know how you would like to proceed with settling the outstanding balance so we can complete the transition and, if needed, coordinate an orderly (30) day handoff of website and domain access.

Thank you, and we appreciate everyone's cooperation in closing this out smoothly.

Best regards,



**John Maher**  
Strategy & Metrics Specialist

**BIZIMAGE**  
DIGITAL MARKETING AGENCY

Contact

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)   
**Subject:** Bizimage contract adjustments  
**Date:** July 30, 2025 at 1:08 PM  
**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)



---

Discuss changes to contract per email sent to Angela & John

---

## Microsoft Teams [Need help?](#)

[Join the meeting now](#)

Meeting ID: 256 933 611 888 8

Passcode: 45cW2mk9

---

For organizers: [Meeting options](#)

---

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Mail Attachment.ics



**From:** John Maher bizimage@mac.com 

**Subject:** Bizimage; Google Adwords Campaign I Feb2023.pdf

**Date:** March 1, 2023 at 1:20 PM

**To:** Mike Spahr mspahr@cayahealth.com, Eric Moore emoore@mooremedicalgroup.com

**Cc:** Angela Maher angela\_maher@mac.com

JM

Team,

As per Gavi's request, Your AI PPC Adwordds campaign is "Paused"

As you can see in the attached 30 day report, Slide 2, this will reduce site visits approx 1200 visits per month that was spending an average of 6min 12sec on the site.

By far your most engaged visitors vs Organic at 01:03.

This will most likely have a negative impact on new patients per/month moving forward.

As your marketing consultant...this is not the recommendation of Bizimage!

I suggest Mike watch this closely.

Have a great day!

Feb2023.pdf



John Maher

Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



**From:** Gavi Berman gberman@mooremedicalgroup.com   
**Subject:** RE: Bizimage; Google Adwords Campaign I Feb2023.pdf  
**Date:** March 2, 2023 at 1:42 AM  
**To:** John Maher bizimage@mac.com  
**Cc:** Angela Maher angela\_maher@mac.com, Andrew Weitknecht andrew@bizimagemarketing.com, Eric Moore emoore@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com, Walter Murray wmurray@mooremedicalgroup.com, Dolores Wilson dwilson@mooremedicalgroup.com



John,

That is good feedback, thanks. We will monitor closely.

---

In the meantime, **what are you doing to increase organic traffic for the following service lines where we need to focus?**

1. **TMS & Depression Treatment** Seminole County / Lake Mary / Sanford / Longwood / Orlando
2. **Child / Adolescent Psychiatry** / psychiatrist Lake Mary / Sanford / Longwood / Orlando
3. **General Psychiatry** / Psychiatrist Lake Mary / Sanford/ Longwood / Orlando
4. **Depression / Anxiety Treatment** Seminole County / Lake Mary / Sanford / Orlando
5. **Weight Loss Treatment** Seminole County / Lake Mary / Sanford / Orlando

These are the keywords / phrases that **we want** you to focus on for in connection with the indicated areas. Specifically, **we want people to find us based on where they need these services.**

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We need it to be **EXTRAORDINARILY** clear that we offer services for both **Adults** and **Adolescents** and **Children** in connection with **Psychiatry** / Counseling for Seminole and the surrounding counties. Here is a good example of what I mean: <https://www.cubanomd.com/>

We can pay for ads all day long if we need to but at this point in time, we want you to focus on SEO / rankings for these services lines in connection with the indicated locations.

So what is your plan to achieve this outside of \$\$\$\$\$ for ad campaigns?

Also, what are you doing for us on Facebook and any other social media platforms you “manage” for us? Who is responsible for curating content for posting? You charge us for that monthly but I fail to see any branding awareness or posts that are specific to our services. I see a lot of generic posts that I would expect to see on a page without any mission or goal. I do not see posts showcasing our physicians or staff. No telephone numbers to reach our providers. No posts showcasing our patient testimonials. And this could be our fault but you need to let us know. We could also be using Facebook now for specific hiring needs but I do not know what you have suggested. But what is your strategy with the posts I am seeing on our Facebook page?

We appreciate your focus on helping us with the organic search results presented to folks seeking the services we provide in the locations indicated and look forward to hearing from you regarding your plan in March.

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

*CAYAHEALTH-LAKE MARY*

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

*MOORE MEDICAL GROUP*

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---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>

**Sent:** Wednesday, March 1, 2023 1:20:24 PM

**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>; Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>

**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>

**Subject:** Bizimage; Google Adwords Campaign I Feb2023.pdf

--

Ieam,

As per Gavi's request, Your AI PPC Adwordds campaign is "Paused"

As you can see in the attached 30 day report, Slide 2, this will reduce site visits approx 1200 visits per month that was spending an average of 6min 12sec on the site.

By far your most engaged visitors vs Organic at 01:03.

This will most likely have a negative impact on new patients per/month moving forward.

As your marketing consultant...this is not the recommendation of Bizimage!

I suggest Mike watch this closely.

Have a great day!

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John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)   
**Subject:** Fwd: Bizimage; Google Adwords Campaign | Feb2023.pdf  
**Date:** March 3, 2023 at 10:14 AM  
**To:** Kaley Balcerak [kaley@bizimagemarketing.com](mailto:kaley@bizimagemarketing.com)



## Angela Maher

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



Begin forwarded message:

**From:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Subject:** RE: Bizimage; Google Adwords Campaign | Feb2023.pdf  
**Date:** March 2, 2023 at 1:41:50 AM EST  
**To:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>, Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>, Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>, Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>, Dolores Wilson <[dwilson@mooremedicalgroup.com](mailto:dwilson@mooremedicalgroup.com)>

John,

That is good feedback, thanks. We will monitor closely.

---

In the meantime, **what are you doing to increase organic traffic for the following service lines where we need to focus?**

1. **TMS & Depression Treatment** Seminole County / Lake Mary / Sanford / Longwood / Orlando
2. **Child / Adolescent Psychiatry** / psychiatrist Lake Mary / Sanford / Longwood / Orlando
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We appreciate your focus on helping us with the organic search results presented to folks seeking the services we provide in the locations indicated and look forward to hearing from you regarding your plan in March.

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



# Caya Health

come as you are



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011) [CAYAHEALTH-LAKE MARY](#)  
4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)  
[MOORE MEDICAL GROUP](#)

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---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Sent:** Wednesday, March 1, 2023 1:20:24 PM  
**To:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>; Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Gavi Berman

<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>

**Subject:** Bizimage; Google Adwords Campaign I Feb2023.pdf

Team,

As per Gavi's request, Your AI PPC Adwordds campaign is "Paused"

As you can see in the attached 30 day report, Slide 2, this will reduce site visits approx 1200 visits per month that was spending an average of 6min 12sec on the site.

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John Maher  
Bizimage Marketing I Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)   
**Subject:** Re: Bizimage; Google Adwords Campaign | Feb2023.pdf  
**Date:** March 4, 2023 at 2:56 PM



**To:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)

**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Andrew Weitknecht [andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com), Eric Moore [emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com), Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com), Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com), Dolores Wilson [dwilson@mooremedicalgroup.com](mailto:dwilson@mooremedicalgroup.com), Kaley Balcerak [kaley@bizimagemarketing.com](mailto:kaley@bizimagemarketing.com)

Team,

Our proprietary algorithm(s) are trained on an extensive corpus of aggregated data and is capable of generating answers to queries, summarizing lengthy texts, writing narratives, and much more. It is frequently employed in conversational AI systems to replicate human-like dialogue with users.” Our GUI interface provides insight that you will never glean from Google analytics/tools and assist with Adwords, site, BLOG, backlinks, etc...titles, copy, imagery.

***Leading experts in the field, such as Reid Hoffman, the co-founder of LinkedIn, have stated that AI is one of the most transformative technologies of our time.***

***Mark Cuban also noted that companies must understand AI to be successful in the future, as there are only two types of companies:***

*those who are great at AI and everyone else.*

By reviewing previous marketing meeting slides we have provided after every meeting, and the attached .pdf along with data collected over the next 60 days will give clarity to pros and cons in regards to some of the recent decisions. The team at Bizimage is passionate about stripping emotions and making data based decisions.

Plz review and feel free to reach out if you would like to discuss.

Mar2023 Focus.pdf



**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



BBB Rating: A+

On Mar 2, 2023, at 1:41 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

John,

That is good feedback, thanks. We will monitor closely.

---

In the meantime, **what are you doing to increase organic traffic for the following service lines where we need to focus?**

1. **TMS & Depression Treatment** Seminole County / Lake Mary / Sanford / Longwood / Orlando
2. **Child / Adolescent Psychiatry** / psychiatrist Lake Mary / Sanford / Longwood / Orlando
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Phone: 786-877-4882

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<image001.png><image002.jpg>

1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)  
**MOORE MEDICAL GROUP**

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---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>

**Sent:** Wednesday, March 1, 2023 1:20:24 PM

**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>; Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>

**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>

**Subject:** Bizimage; Google Adwords Campaign I Feb2023.pdf

Team,

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John Maher  
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e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)

<image003.jpg>  
<image004.png>

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**Subject:** Bizimage Marketing: "Court-Docs.pdf" shared with you

Jason,

Just got served,

Here's the file "Court-Docs.pdf" for your review.

<https://acrobat.adobe.com/id/urn:aaid:sc:us:45b204e3-fa5e-4dbb-ba1c-9632f30314a5>

I'll be sending you the emails in regards to this negotiation to provide context as discussed.

<image004.png>



**John Maher**

Strategy & Metrics Specialist

**BIZIMAGE**  
DIGITAL MARKETING AGENCY

Contact

📞 407.235.8250

🌐 [bizimagemarketing.com](http://bizimagemarketing.com)

✉️ [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**Bizimage Marketing**

407.832.7524

angela\_maher@mac.com

[bizimagemarketing.com](http://bizimagemarketing.com)

**From:** John Maher bizimage@mac.com   
**Subject:** Bizimage: Notice Regarding Hosting Services  
**Date:** January 8, 2026 at 7:43 AM  
**To:** Walter Murray wmurray@mooremedicalgroup.com  
**Cc:** Dr. Robert Watkins rwatkins@cayahealth.com, Eric Moore emoore@mooremedicalgroup.com, Angela Maher angela\_maher@mac.com



Walter,

This email serves as formal notice regarding the hosting services currently supporting the website and related systems.

As you know, hosting is an ongoing service that requires continued infrastructure, maintenance, security, and third-party costs. At this time, the outstanding balance associated with the Bizimage agreement remains unresolved.

To avoid any disruption and to allow adequate time to plan next steps, Bizimage will continue hosting services on a temporary basis. However, absent resolution of the outstanding balance, Bizimage will be unable to continue subsidizing hosting services beyond **January 31, 2025**.

If the balance is resolved prior to that date, hosting services will continue uninterrupted. If not, Bizimage will coordinate a responsible and orderly suspension of hosting services in accordance with standard business practices.

Our goal is not to create interruption, but to ensure hosting services are managed responsibly and in alignment with our agreement and Florida standard business practices.

Please let us know how you would like to proceed.

Best regards,



**John Maher**  
Strategy & Metrics Specialist



Contact



407.235.8250



[bizimagemarketing.com](http://bizimagemarketing.com)



[john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

On Jan 7, 2026, at 4:58 PM, Angela Maher <angela\_maher@mac.com> wrote:

Walter,

This was the account number you provided use with in your email dated December 5, 2025 which I have attached below? I don't understand your email? If there's another account number we should be drafting please let me know. Please advise!

Best regards,

**Angela Maher** 



Senior Brand Consultant



**Bizimage Marketing**

407.832.7524

angela\_maher@mac.com

bizimagemarketing.com

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Date:** December 5, 2025 at 11:36:22 AM EST  
**To:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Cc:** "Dr. Robert Watkins" <[rwatkins@cayahealth.com](mailto:rwatkins@cayahealth.com)>  
**Subject:** RE: Contract Amendment Request: Scope & Cost Optimization

Angela – please note that all future debits for payments on BizImage should be debited only to the following bank:

Bank Of America

**Account** 898164814933

**Routing** 063000047

Name = CAYAIH Integrated Health Incorporated

I am copying Dr. Watkins who is the CEO/Owner of CAYAIH Integrated Health –  
**Also please respond to my last email regarding access to domains, etc**

<image002.jpg>

On Jan 7, 2026, at 3:26 PM, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)> wrote:

**Subject: NOTICE OF UNAUTHORIZED DEBIT / DEMAND FOR IMMEDIATE REFUND**

**Subject: NOTICE OF UNAUTHORIZED DEBIT / DEMAND FOR IMMEDIATE REFUND**

**John & Angela,**

I am writing to formally demand the immediate reversal of the unauthorized ACH debit of \$2,637.88 processed against the CAYAIH Integrated Health bank account on January 7, 2026.

**1. ANTICIPATED DEFENSE (The December 5th Email) We anticipate you will attempt to justify this debit by citing my email from December 5, 2025, in which I provided updated banking information for CAYAIH.**

**Let me be clear: That email does NOT authorize this transaction, for three specific reasons:**

- A. Revocation by the Account Owner (Dr. Watkins): My email on 12/5 was an administrative step intended to facilitate a transition *that never occurred*. Since that date, the actual owner of the bank account, Dr. Robert Watkins, has sent you multiple communications explicitly stating that CAYAIH is not your client and that he does not authorize your continued involvement with his digital assets.
  - Legal Reality: An administrative update by a CFO is legally superseded by the definitive rejection of the contract by the CEO/Owner. When Dr. Watkins declared he was not your client, any prior payment instructions for that non-existent client relationship were effectively revoked.
- B. No Underlying Contract: Payment authorization is only valid for legally owed debts. As Angela Maher admitted on December 16, 2025, you have no executed agreement with CAYAIH/Dr. Watkins .
  - You cannot use a banking update to withdraw funds for a contract that *does not exist*. Without a signed contract with CAYAIH, you have no legal basis to bill CAYAIH, regardless of whether you have the routing number.
- C. Unauthorized Amount (Theft): Even if the 12/5 authorization were theoretically valid (which it is not), it would only authorize the contracted monthly rate of the underlying agreement you claim to be enforcing.
  - The only contract you hold (August 1, 2025) specifies a rate of \$1,987.88.
  - You debited \$2,637.88.
  - The Violation: You cannot use a banking authorization to seize an arbitrary amount that exceeds the contract limits by over \$600. Taking funds in excess of an authorized amount is, by definition, an Unauthorized Debit.

## **2. IMMEDIATE ACTION REQUIRED You have 24 hours to reverse this transaction.**

- If we do not receive proof of the refund by 9 PM January 8, 2026 tomorrow, we will file a sworn Affidavit of Unauthorized Debit (WSUD) with Bank of America.
- We will specifically flag the transaction as "Amount Not Authorized" and "Authorization Revoked."

## **3. FINAL NOTICE To eliminate any ambiguity: You are NOT authorized to debit the CAYAIH Bank of America account ending in 4933. Any previous instruction—including my email of 12/5—is hereby formally and permanently**

**revoked.**

**Govern yourselves accordingly.**

**Dr. Walter V. Murray, CPA CFO, CAYAIH Integrated Health Inc.**

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Although Caya **signed and returned a revised agreement with an addendum**, Bizimage **expressly rejected the addendum**, particularly termination-for-convenience language.

Bizimage repeatedly states—in writing—that:

- The **August 2025 revision was not accepted**
- No amended agreement was fully executed
- Therefore, the **March 8, 2022 agreement remained in force**

Under Florida law:

- **A conditional acceptance with a material addendum constitutes a counteroffer**, not acceptance
  - Absent mutual assent, **no modification occurred**
- 

## IV. Payment History & Authorization Evidence

The email record contains **numerous explicit authorizations** by Caya's CFO to debit accounts, including:

- April–May 2025 emails confirming:
  - Bizimage was an **approved vendor**
  - The bank had erroneously flagged charges
  - Bizimage was authorized to **resubmit ACH debits**
- Requests to coordinate charge timing and amounts
- Banking information provided directly by Caya representatives

These communications materially undermine later claims that:

- Bizimage was never authorized to debit accounts
- All ACH debits were “unauthorized”

At minimum, the emails establish:

- **Implied authority**
  - **Apparent authority**
  - **Ratification by continued payment and benefit acceptance**
- 

## V. Continued Performance & Acceptance of Benefits

Even during dispute periods, the emails confirm that:

- Bizimage continued to host and operate the website
- SEO, infrastructure, and marketing systems remained live
- Caya acknowledged receiving value and wanting continuity
- Caya requested orderly transition and handoff—not immediate cessation

Under Florida law, this supports claims for:

- **Breach of contract**
  - **Quantum meruit / unjust enrichment (in the alternative)**
  - **Account stated (if invoices and payment history align)**
- 

## VI. Ownership Transition & Post-Sale Conduct

Following the sale of Caya Health:

- Bizimage explicitly raised the issue of **agreement survival through March 8, 2026**
- Bizimage sought reconciliation, not escalation
- New ownership (via Dr. Watkins and CFO Murray) asserted:
  - Caya was “not your client”

- o No contract existed
- o Authorization had been revoked

However, **no contemporaneous written termination compliant with Section 4** (60-day certified notice) appears in the email record.

Under Florida law:

- A buyer generally **steps into existing vendor contracts**
  - Internal disagreement does **not nullify third-party agreements**
  - Revocation of payment authority does **not erase underlying debt**
- 

## VII. January 2026 “Unauthorized Debit” Demand

The January 7, 2026 demand letter asserts:

- No contract exists
- Any authorization was revoked
- The debited amount exceeded contract limits

This position is **internally inconsistent with the historical email record**, which shows:

- Long-term acknowledgment of the 2022 agreement
- Dispute over *amount*, not *existence*, of obligation
- Prior approvals of ACH debits
- Continued acceptance of services post-sale

The email record substantially weakens claims of:

- Theft
  - Lack of authorization
  - Absence of contractual basis
- 

## VIII. Legal Risk & Exposure Assessment (Neutral)

### Bizimage Strengths

- Written executed agreement
- Clear rejection of unaccepted amendments
- Extensive course-of-performance evidence
- Repeated payment authorizations
- Continued delivery of services

### Caya / Buyer Risk Factors

- Failure to formally terminate per contract
  - Acceptance of benefits post-sale
  - Inconsistent positions across time
  - Potential disclosure failures in transaction diligence
  - Exposure to breach and unjust enrichment claims
- 

## IX. Attorney Conclusion

**From a Florida attorney’s perspective, the email record strongly supports the continued enforceability of the March 8, 2022 agreement through its stated term, or at minimum supports recovery under equitable theories for services rendered and benefits retained.**

The emails **do not support a clean narrative of “no contract” or “unauthorized activity”**, but rather document a **business relationship that deteriorated after ownership change without proper contractual unwind.**

Under Florida law, such repeated acknowledgments strongly support:

- **Existence of a valid contract**
  - **Continued enforceability absent mutual written modification**
  - **Course-of-performance evidence under Fla. Stat. § 672.208 (UCC by analogy)**
- 

## III. Amendment Negotiations (July–December 2025)

### A. Nature of the Amendment Efforts

The emails show **protracted negotiations** over:

- Fee reductions (from ~\$2,637 to ~\$1,937)
- Removal of video/photography and heat-map tracking
- Domain ownership, DNS control, and administrative access
- Termination language (termination for convenience, removal of auto-renewal)

### B. Critical Legal Point

Although Caya **signed and returned a revised agreement with an addendum**, Bizimage **expressly rejected the addendum**, particularly termination-for-convenience language.

Bizimage repeatedly states—in writing—that:

- The **August 2025 revision was not accepted**
- No amended agreement was fully executed
- Therefore, the **March 8, 2022 agreement remained in force**

Under Florida law:

- **A conditional acceptance with a material addendum constitutes a counteroffer**, not acceptance
  - Absent mutual assent, **no modification occurred**
- 

## IV. Payment History & Authorization Evidence

The email record contains **numerous explicit authorizations** by Caya's CFO to debit accounts, including:

- April–May 2025 emails confirming:
  - Bizimage was an **approved vendor**
  - The bank had erroneously flagged charges
  - Bizimage was authorized to **resubmit ACH debits**
- Requests to coordinate charge timing and amounts
- Banking information provided directly by Caya representatives

These communications materially undermine later claims that:

- Bizimage was never authorized to debit accounts
- All ACH debits were “unauthorized”

At minimum, the emails establish:

- **Implied authority**
  - **Apparent authority**
  - **Ratification by continued payment and benefit acceptance**
- 

## V. Continued Performance & Acceptance of Benefits

Even during dispute periods, the emails confirm that:

- Bizimage continued to host and operate the website
- SEO, infrastructure, and marketing systems remained live
- Caya acknowledged receiving value and wanting continuity
- Caya requested orderly transition and handoff—not immediate cessation

Under Florida law, this supports claims for:

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  - **Quantum meruit / unjust enrichment (in the alternative)**
  - **Account stated (if invoices and payment history align)**
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  - Lack of authorization
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- Repeated payment authorizations
- Continued delivery of services

### Caya / Buyer Risk Factors

- Failure to formally terminate per contract
  - Acceptance of benefits post-sale
  - Inconsistent positions across time
  - Potential disclosure failures in transaction diligence
  - Exposure to breach and unjust enrichment claims
-

- Registrar verification steps be completed
- The transfer be properly documented and confirmed

By way of background, Bizimage works through several M&A transitions every year, including transactions involving private equity groups, and this process reflects how we consistently manage domain and website transfers across those transactions.

Accordingly, regardless of transaction structure, Bizimage's role is to ensure the domain transfer is executed deliberately, securely, and in full compliance with ICANN requirements, rather than informally or by assumption.

In parallel, during the transition period following the asset sale:

- The website and marketing systems remain active
- Services continue to be delivered (Per Agreement)
- The operating business continued to benefit from the infrastructure in place

Additionally, the buyer's request for access to the website and domain confirms their ongoing operational value to the business. That directly supports:

- **Implied assumption** — the services and domain were actively requested and intended to be used
- **Unjust enrichment** — value was received and retained without reconciliation
- **Quantum meruit** — work performed and value tied to the domain and marketing infrastructure merits compensation

Consistent with standard M&A transition practice and ICANN requirements, Bizimage's process is to first reconcile outstanding services associated with the website and marketing infrastructure, and then coordinate an orderly, ICANN-compliant transfer of website and domain access.

### **Transition & Reconciliation Summary**

- Total outstanding balance: \$7,913.64
- Services delivered: Website, marketing infrastructure, and related services remained active during the transition
- Objective: Clean reconciliation of outstanding balance, followed by a properly authorized ICANN-compliant handoff

Once the outstanding balance is resolved, we are prepared to promptly initiate the required ICANN transfer steps and assist with a smooth (30) day, documented transition of website and domain access.

Our goal is not to challenge the transaction structure, but to close this out cleanly and professionally in a manner consistent with both standard Florida business practices and ICANN requirements.

Please let us know how you would like to proceed.

Best regards,



**John Maher**  
Strategy & Metrics Specialist



Contact

📞 407.235.8250

🌐 [bizimagemarketing.com](http://bizimagemarketing.com)

✉️ [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

On Dec 31, 2025, at 11:14 AM, Dr. Robert Watkins <[rwatkins@cayahealth.com](mailto:rwatkins@cayahealth.com)> wrote:

Good morning,

The attachment has also been sent to you via certified mail.

I am disappointed that it has come to this. Please be aware that as the new owner of [www.cayahealth.com](http://www.cayahealth.com), sold to me on November 10, 2025, I am not authorizing you to continue accessing my digital asset.

Robert L. Watkins, III MD  
CEO/Owner  
CAYAIH Integrated Health Incorporated

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<processed-4E3BB816-A135-4919-9EEB-D08CB1236D45-6F17BC05-2AAC-43FB-95D8-97226F8434C3.jpeg><processed-E1A2BC45-0B7E-4699-AB2F-A841E076B98A-B3726643-E637-4BF3-87DF-040EB13647C3.jpeg>

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

**Subject:** BIZIMAGE

**Date:** January 17, 2024 at 8:37 AM

**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com), Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)

Hi Walter,

As requested, attached please find revised Caya Talk agreement. Please sign and return at your earliest convenience. Feel free to reach out with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



Caya Talk, Rev 1.pdf



**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

**Subject:** Fwd: BIZIMAGE

**Date:** January 22, 2024 at 4:50 PM

**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

**Cc:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

Below please find revised agreement!

## Angela Maher

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



Begin forwarded message:

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

**Subject:** BIZIMAGE

**Date:** January 17, 2024 at 8:37:22 AM EST

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w: [bizimagemarketing.com](http://bizimagemarketing.com)



**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

**Subject:** Re: BIZIMAGE

**Date:** January 22, 2024 at 10:16 PM

**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

**Cc:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com), Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Eric Moore [emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)



Hi John & Angela

Thanks for revising this contract. However, i need 1 minor adjustment to change this from a 12-month contract to a month-to-month contract with a 30-day notice of non-renewal/termination.

we prefer the flexibility of month to month, and if your service meets our expectations - which it has thus far - then month t month should not represent any significant risk of early termination

---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

**Sent:** Monday, January 22, 2024 4:50 PM

**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>

**Cc:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>; John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>

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**Maher**

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE  
**Date:** January 23, 2024 at 10:18 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

Hi Walter,

Due to the significant amount of work that has to go into recoding your website we can not do month to month, however, I am willing to meet you halfway and do a 6 month agreement with a month to month rollover and I will also provide you with a 30 day notice to cancel. Please let me know if that works for you and I will have it revised and sent right over!

Best regards,

**Angela Maher**  
 Bizimage Marketing | Senior Brand Consultant

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE  
**Date:** January 25, 2024 at 9:35 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

Hi Walter,

Just wanted to follow up to see if you were going to be moving forward? Please let me know at your earliest convenience so that I may get agreement revised with new terms.

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



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**Subject:** Fwd: BIZIMAGE

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**Angela**

**Maher**

Bizimage Marketing

| Senior Brand Consultant

p:

407.832.7524

e:

[angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w:

[bizimagemarketing.com](http://bizimagemarketing.com)



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**Subject:** BIZIMAGE

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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** September 8, 2025 at 12:36 PM  
**To:** Mike Spahr mspahr@cayahealth.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

---

Hi Mike,

It's time to schedule our marketing meeting. Please give me some dates and times that work for you after the 22nd.

Thanks so much!

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
407.832.7524  
angela\_maher@mac.com  
bizimagemarketing.com

**From:** Mike Spahr mspahr@cayahealth.com  
**Subject:** RE: BIZIMAGE  
**Date:** September 8, 2025 at 1:13 PM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

MS

Angela,  
Any time in the afternoon of 9/23 or the mornings of 9/24 and 9/25

---

**From:** Angela Maher <angela\_maher@mac.com>  
**Sent:** Monday, September 8, 2025 12:36 PM  
**To:** Mike Spahr <mspahr@cayahealth.com>  
**Cc:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** BIZIMAGE

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Senior Brand Consultant



**Bizimage Marketing**  
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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** Re: BIZIMAGE  
**Date:** September 8, 2025 at 1:33 PM  
**To:** Mike Spahr mspahr@cayahealth.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com



Let's do the 24th at 9:30!

Sent from my iPhone

On Sep 8, 2025, at 1:13 PM, Mike Spahr <mspahr@cayahealth.com> wrote:

Angela,  
Any time in the afternoon of 9/23 or the mornings of 9/24 and 9/25

---

**From:** Angela Maher <angela\_maher@mac.com>  
**Sent:** Monday, September 8, 2025 12:36 PM  
**To:** Mike Spahr <mspahr@cayahealth.com>  
**Cc:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** BIZIMAGE

Hi Mike,

It's time to schedule our marketing meeting. Please give me some dates and times that work for you after the 22nd.

Thanks so much!

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
[407.832.7524](tel:407.832.7524)  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

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**From:** Mike Spahr mspahr@cayahealth.com  
**Subject:** RE: BIZIMAGE  
**Date:** September 8, 2025 at 3:09 PM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

MS

Great! See you then!

---

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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** July 2, 2025 at 3:48 PM  
**To:** Mike Spahr mspahr@cayahealth.com

---



Hi Mike,

I hope all is well! I understand you want another page added to the website. The cost for the add'l page is \$500. Please reply to this email if approved and I will have them get this done for you.

Have a great day!

Angela

Sent from my iPhone



**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Subject:** RE: BIZIMAGE  
**Date:** July 2, 2025 at 5:01 PM  
**To:** Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)  
**Cc:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

---

Angela - Lets hold off on this additional page. \$500 is a bit expensive for a single page. I will get back to you on this

-----Original Message-----

From: Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
Sent: Wednesday, July 2, 2025 3:51 PM  
To: Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
Subject: FW: BIZIMAGE

-----Original Message-----

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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** Re: BIZIMAGE  
**Date:** July 2, 2025 at 5:31 PM  
**To:** Walter Murray wmurray@mooremedicalgroup.com



Ok, no worries. Just let me know when you are ready to move forward!

Sent from my iPhone

On Jul 2, 2025, at 5:01 PM, Walter Murray <wmurray@mooremedicalgroup.com> wrote:

Angela - Lets hold off on this additional page. \$500 is a bit expensive for a single page. I will get back to you on this

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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** October 1, 2025 at 12:39 PM  
**To:** Mike Spahr mspahr@cayahealth.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

---

Hi Mike,

Happy October! Let me know what you have in availability for your marketing meeting and let's try to shoot for after the 24th so we have at least 30 days of analytics!

Best regards.

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
407.832.7524  
angela\_maher@mac.com  
bizimagemarketing.com

**From:** Mike Spahr mspahr@cayahealth.com  
**Subject:** RE: BIZIMAGE  
**Date:** October 1, 2025 at 12:42 PM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com



Angela,  
I'm good with anytime on the 27<sup>th</sup>, 29<sup>th</sup>, 30<sup>th</sup> or 31<sup>st</sup>.

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**Cc:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)



Can you do 11:30 on the 27th?

Begin forwarded message:

**From:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Subject:** RE: BIZIMAGE  
**Date:** October 1, 2025 at 12:42:18 PM EDT  
**To:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Cc:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>

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**From:** Mike Spahr mspahr@cayahealth.com  
**Subject:** RE: BIZIMAGE  
**Date:** October 1, 2025 at 2:43 PM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com



I've got it down. Thanks

---

**From:** Angela Maher <angela\_maher@mac.com>  
**Sent:** Wednesday, October 1, 2025 12:44 PM  
**To:** Mike Spahr <mspahr@cayahealth.com>  
**Cc:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** Fwd: BIZIMAGE

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)   
**Subject:** BIZIMAGE  
**Date:** December 13, 2023 at 8:46 AM  
**To:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)  
**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

---

Good morning Gavi,

I hope you are doing well! As per your conversation with John yesterday, attached please find a proposal for Caya Talk. Upon approval, please sign and return at your earliest convenience. Please feel free to contact me with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



Caya Talk.pdf



**From:** Gavi Berman gberman@mooremedicalgroup.com   
**Subject:** RE: BIZIMAGE  
**Date:** December 13, 2023 at 10:20 AM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** john Maher bizimage@mac.com



Hi Angela!

I hope you are also well! Thank you for sending this over so quickly.

It looks good to me. I will present to Walter and will circle back with – hopefully – a signed contract.

The only question I have is regarding ad campaigns / spend. Is that something we want to include in the contract or do you just provide campaign pricing as we go based on data analysis of the website and the campaign we decide to run?

Thanks again

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

**CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

**MOORE MEDICAL GROUP**

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**Sent:** Wednesday, December 13, 2023 8:47 AM  
**To:** Gavi Berman <gberman@mooremedicalgroup.com>  
**Cc:** john Maher <bizimage@mac.com>  
**Subject:** BIZIMAGE

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e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



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**From:** John Maher bizimage@mac.com  
**Subject:** Re: BIZIMAGE  
**Date:** December 13, 2023 at 10:24 AM  
**To:** Gavi Berman gberman@mooremedicalgroup.com  
**Cc:** Angela Maher angela\_maher@mac.com



Morning Gavi,

Adword campaigns are dynamic so not included in agreement, and budget is set/adjusted based on data in Marketing meetings.

Have a great day.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Dec 13, 2023, at 10:20 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi Angela!

I hope you are also well! Thank you for sending this over so quickly.

It looks good to me. I will present to Walter and will circle back with – hopefully – a signed contract.

The only question I have is regarding ad campaigns / spend. Is that something we want to include in the contract or do you just provide campaign pricing as we go based on data analysis of the website and the campaign we decide to run?

Thanks again

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)  
**MOORE MEDICAL GROUP**

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---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Wednesday, December 13, 2023 8:47 AM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Cc:** john Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Subject:** BIZIMAGE

Good morning Gavi,

I hope you are doing well! As per your conversation with John yesterday, attached please find

a proposal for Caya Talk. Upon approval, please sign and return at your earliest convenience.

Please feel free to contact me with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



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**From:** Gavi Berman gberman@mooremedicalgroup.com   
**Subject:** RE: BIZIMAGE  
**Date:** December 13, 2023 at 10:26 AM  
**To:** John Maher bizimage@mac.com  
**Cc:** Angela Maher angela\_maher@mac.com

GB

Thanks John. You too man. Appreciate it!

**Gavi Berman** | Director of Marketing & Business Development  
Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)  
Phone: 786-877-4882  
[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)  
[www.Cayahealth.com](http://www.Cayahealth.com)



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---

**From:** John Maher <bizimage@mac.com>  
**Sent:** Wednesday, December 13, 2023 10:25 AM  
**To:** Gavi Berman <gberman@mooremedicalgroup.com>  
**Cc:** Angela Maher <angela\_maher@mac.com>  
**Subject:** Re: BIZIMAGE

Morning Gavi,

Adword campaigns are dynamic so not included in agreement. and budget is set/adjusted

based on data in Marketing meetings.

Have a great day.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Dec 13, 2023, at 10:20 AM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi Angela!

I hope you are also well! Thank you for sending this over so quickly.

It looks good to me. I will present to Walter and will circle back with – hopefully – a signed contract.

The only question I have is regarding ad campaigns / spend. Is that something we want to include in the contract or do you just provide campaign pricing as we go based on data analysis of the website and the campaign we decide to run?

Thanks again

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

1355 South International Parkway, Suite 1481, Lake Mary, Fl. 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957) **MOORE MEDICAL GROUP**

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---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Wednesday, December 13, 2023 8:47 AM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Cc:** john Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Subject:** BIZIMAGE

Good morning Gavi,

I hope you are doing well! As per your conversation with John yesterday, attached please find a proposal for Caya Talk. Upon approval, please sign and return at your earliest convenience.

Please feel free to contact me with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**  
Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524  
e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



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**From:** Gavi Berman gberman@mooremedicalgroup.com   
**Subject:** FW: BIZIMAGE  
**Date:** December 14, 2023 at 9:56 AM  
**To:** John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com



Hi John,

Could you pls respond to the questions below from Walter?

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



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**From:** Walter Murray <wmurray@mooremedicalgroup.com>

**Sent:** Thursday, December 14, 2023 9:04 AM

**To:** Gavi Berman <gberman@mooremedicalgroup.com>; Eric Moore <emoore@mooremedicalgroup.com>

**Cc:** Mike Spahr <menspahr@cayahealth.com>; Dolores Wilson

Dr. Mike Spain <mspan@dayahealth.com>, Dolores Wilson  
<dwilson@mooremedicalgroup.com>

**Subject:** Re: BIZIMAGE

<b>Website/SEO - per month/12month/auto pay</b>	<b>Cost</b>
Website transfer/SEO	\$1,549.00
AI BOT	\$399.00
AI Lead Generator	\$399.00
Website Hosting	\$38.88
Reputation Marketing (SMS/Text messaging rates may vary)	\$335.00
	Tax
	<b>Total</b>
	<b>\$2,720.88</b>

Thank for this Gavi ! I have a couple of preliminary questions:

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates
2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?
3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
And would this take the place of generating leads via ads?
4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

---

**From:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Sent:** Wednesday, December 13, 2023 10:24 AM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Eric Moore <[emoore@mooremedicalgroup.com](mailto:emoore@mooremedicalgroup.com)>  
**Cc:** Mike Spahr <[mospahr@cayahealth.com](mailto:mospahr@cayahealth.com)>; Dolores Wilson <[dwilson@mooremedicalgroup.com](mailto:dwilson@mooremedicalgroup.com)>  
**Subject:** FW: BIZIMAGE

Walter –

Please see attached proposal from Bizimage to manage the CayaTalk website. Overall the proposal looks good to me.

Note that this will be a monthly recurring fee and that it does not include Google ad spend dollars. I am working with Bizimage on what an initial campaign would look like and then we should have a good estimate of cost.

Please review this contract and let me know if you have any concerns / questions or if you feel it is good for execution.

Thanks

**Gavi Berman** | Director of Marketing & Business Development  
Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)  
Phone: 786-877-4882  
[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)  
[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)  
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**MOORE MEDICAL GROUP**

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---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Wednesday, December 13, 2023 8:47 AM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>  
**Cc:** john Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Subject:** BIZIMAGE

Good morning Gavi,

I hope you are doing well! As per your conversation with John yesterday, attached please find a proposal for Caya Talk. Upon approval, please sign and return at your earliest convenience. Please feel free to contact me with any questions you may have.

Have a great day!

Best regards,

**Angela Maher**

Bizimage Marketing | Senior Brand Consultant

p: 407.832.7524

e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



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**From:** John Maher bizimage@mac.com 

**Subject:** Re: BIZIMAGE

**Date:** December 14, 2023 at 11:28 AM

**To:** Gavi Berman gberman@mooremedicalgroup.com, wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

**Cc:** Angela Maher angela\_maher@mac.com

JM

Team,

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates

Plz see attached slide deck.... Measuring KPI off 0 traffic to site is just a educated guess(useless). This is why we will put [Cayatalk.com](http://Cayatalk.com) in our portal and collect data in real time which will answer all KPI questions and how to move forward as a team. Heat mapping shows us what is engaging and important to our visitors.

Starting with a \$1500/month for a Google Adwords budget will provide us with sufficient traffic for AI to learn with some confidence and allow content suggestions for testing in Ads and site pages to keep visitor on set longer to gain Google organic page rankings.

2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?

This is your Organic SEO charge and is monthly, to identify /test keyword phrases that will perform and develop content to achieve 1st page results.

It also, covers development time to rebuild current site in our portal so we can capture dynamic heat mapping.

3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc

. And would this take the place of generating leads via ads?

AI holistically looks at all tools/data as a whole. Most folks try to silo which holds back results and ROI.... They think their saving money which cost them greatly. AI generator will provide us with additional data on 60% of total site traffic as discussed in our meeting. This is on top of our normal AI chat BOT leads. We will review these leads and conversion in our monthly marketing meetings. I have a client with some similar services getting an additional 60+ leads per month, However, don't expect this over night. These results are after months of AI learning and testing.

4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

Our Rep Marketing APP is also managed by AI and will collect significant more reviews. Average interface is 45% with a 21% Google review conversion. Your clients may be a little less app to leave a review due to sensitivity of services. Time will tell.

Gavi and I discussed putting our best foot forward to make this venture a success. Above is how we accomplish just that!

Have a great weekend.

Campaign-Start.pdf



John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Dec 14, 2023, at 9:56 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

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**From:** John Maher bizimage@mac.com  
**Subject:** Fwd: BIZIMAGE: Caya Talk  
**Date:** December 20, 2023 at 12:37 PM  
**To:** Gavi Berman gberman@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com  
**Cc:** Angela Maher angela\_maher@mac.com



Gavi,  
Just following up?  
Merry Christmas.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



Begin forwarded message:

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Subject:** Re: BIZIMAGE  
**Date:** December 14, 2023 at 11:28:10 AM EST  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>, [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com), Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

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Plz see attached slide deck.... Measuring KPI off 0 traffic to site is just a educated guess(useless). This is why we will put [Cayatalk.com](http://Cayatalk.com) in our portal and collect data in real time which will answer all KPI questions and how to move forward as a team. Heat mapping shows us what is engaging and important to our visitors.

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Have a great weekend.

Campaign-Start.pdf

868 KB



John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

w: [bizimagemarketing.com](http://bizimagemarketing.com)

**BIZ  
IMAGE**  
A Digital Marketing Agency



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1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates
  
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**From:** Gavi Berman gberman@mooremedicalgroup.com

**Subject:** RE: BIZIMAGE: Caya Talk

**Date:** December 20, 2023 at 1:11 PM

**To:** John Maher bizimage@mac.com, Mike Spahr mspahr@cayahealth.com, Walter Murray wmurray@mooremedicalgroup.com

**Cc:** Angela Maher angela\_maher@mac.com

GB

Hi John,

I am copying Walter so he can respond. He will need to provide final approval and signature.

Also did you see the attached email from Walter? You may have responded to this, but I believe it is related to whether or not we decide to add the additional AI data extract for site users etc.

Merry Christmas to you and your family!!!

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

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4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

**MOORE MEDICAL GROUP**

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**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Sent:** Wednesday, December 20, 2023 12:37 PM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Subject:** Fwd: BIZIMAGE: Caya Talk

Gavi,

Just following up?

Merry Christmas.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)

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**Subject:** Re: BIZIMAGE  
**Date:** December 14, 2023 at 11:28:10 AM EST  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>,

[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com), Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
Cc: Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

Team,

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates

Plz see attached slide deck.... Measuring KPI off 0 traffic to site is just a educated guess(useless). This is why we will put [Cayatalk.com](http://Cayatalk.com) in our portal and collect data in real time which will answer all KPI questions and how to move forward as a team. Heat mapping shows us what is engaging and important to our visitors.

Starting with a \$1500/month for a Google Adwords budget will provide us with sufficient traffic for AI to learn with some confidence and allow content suggestions for testing in Ads and site pages to kee3p visitor on set longer to gain Google organic page rankings.

2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?

This is your Organic SEO charge and is monthly, to identify /test keyword phrases that will perform and develop content to achieve 1st page results. It also, covers development time to rebuild current site in our portal so we can capture dynamic heat mapping.

3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
. And would this take the place of generating leads via ads?

AI holistically looks at all tools/data as a whole. Most folks try to silo which holds back results and ROI.... They think their saving money which cost them greatly. AI generator will provide us with additional data on 60% of total site traffic as discussed in our meeting. This is on top of our normal AI chat BOT leads. We will review these leads and conversion in our monthly marketing meetings. I have a client with some similar services getting an additional 60+ leads per month, However, don't expect this over night. These results are after months of AI learning and testing.

4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it

ourselves?

Our Rep Marketing APP is also managed by AI and will collect significant more reviews. Average interface is 45% with a 21% Google review conversion. Your clients may be a little less app to leave a review due to sensitivity of services. Time will tell.

Gavi and I discussed putting our best foot forward to make this venture a success. Above is how we accomplish just that!

Have a great weekend.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Dec 14, 2023, at 9:56 AM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

1. Yes - we need some "campaign" costs/metrics. for eg  
What would an ad campaign look like in terms of  
frequency, digital assets, ad cost, optimization,  
conversion estimates

2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?

3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
And would this take the place of generating leads via ads?

4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

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**Campaign-Start.pdf**



**Mail Attachment.eml**

12 KB





**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** July 29, 2025 at 10:24 AM  
**To:** Mike Spahr mspahr@cayahealth.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

---

Hi Mike,

August is around the corner...it's time to get you monthly marketing meeting on the calendar. Please give me a couple dates and times that work for you and I will get you on the calendar.

Have a great week!

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
407.832.7524  
angela\_maher@mac.com  
bizimagemarketing.com

**From:** Mike Spahr mspahr@cayahealth.com  
**Subject:** RE: BIZIMAGE  
**Date:** July 29, 2025 at 10:32 AM  
**To:** Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com

MS

Angela,  
Any time on the 1<sup>st</sup> or 15<sup>th</sup> work for me.

---

**From:** Angela Maher <angela\_maher@mac.com>  
**Sent:** Tuesday, July 29, 2025 10:24 AM  
**To:** Mike Spahr <mspahr@cayahealth.com>  
**Cc:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** BIZIMAGE

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[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE  
**Date:** July 29, 2025 at 10:36 AM  
**To:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)  
**Cc:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)

Hi Mike,

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**From:** Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)  
**Subject:** RE: BIZIMAGE  
**Date:** July 29, 2025 at 10:50 AM  
**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

MS

Sounds good. Thanks

---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Tuesday, July 29, 2025 10:36 AM  
**To:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Cc:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Re: BIZIMAGE

Hi Mike,

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Senior Brand Consultant



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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Fwd: BIZIMAGE  
**Date:** July 29, 2025 at 11:34 AM  
**To:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)



Hi Mike,

I just heard from Walter and he wants to amend a couple things so it's probably best if we reschedule our Friday meeting. I will reach out to you right after our meeting to reschedule. Sorry about the inconvenience!

Angela

Begin forwarded message:

**From:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** RE: BIZIMAGE  
**Date:** July 29, 2025 at 10:50:09 AM EDT  
**To:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

Sounds good. Thanks

---

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**Sent:** Tuesday, July 29, 2025 10:36 AM  
**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
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**From:** Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)  
**Subject:** RE: BIZIMAGE  
**Date:** July 29, 2025 at 11:43 AM  
**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

MS

No worries. Just let me know.

---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
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[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** October 3, 2024 at 7:05 PM  
**To:** Mike Spahr mspahr@cayahealth.com

---



Hi Mike,

Hope you are doing well! I need your help with something...we processed Caya's billing on the first for SEO only as that is what was requested of us moving forward for the next 90 days and the payment as returned? We will resubmit in the morning and if returned, services will be suspended. Please feel free to reach out with any questions you may have.

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
407.832.7524  
angela\_maher@mac.com  
bizimagemarketing.com

**From:** Walter Murray <wmurray@mooremedicalgroup.com>

**Subject:** Fw: BIZIMAGE

**Date:** October 4, 2024 at 9:31 AM

**To:** John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com, Mike Spahr mspahr@cayahealth.com



Hi Angela

We have been making some changes to our bank accounts etc. I need to set up your payments from a different bank account. Currently your payments come from a Moore Medical Group account, I need to have it come from a CAYA Health account

Please do not resubmit the ACH. Instead just send me your bank ACH info and to expedite the matter I will manually push through the ACH from the CAYA account

---

**From:** Walter Murray <wmurray@mooremedicalgroup.com>

**Sent:** Friday, October 4, 2024 12:16 AM

**To:** Mike Spahr <mspahr@cayahealth.com>

**Subject:** Re: BIZIMAGE

I will handle this today Friday

---

**From:** Mike Spahr <mspahr@cayahealth.com>

**Sent:** Thursday, October 3, 2024 9:33 PM

**To:** Walter Murray <wmurray@mooremedicalgroup.com>

**Subject:** Fw: BIZIMAGE

FYI

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone

Get [Outlook for Android](#)

---

**From:** Angela Maher <angela\_maher@mac.com>

**Sent:** Thursday, October 3, 2024 7:05:10 PM

**To:** Mike Spahr <mspahr@cayahealth.com>

**Subject:** BIZIMAGE

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Fwd: BIZIMAGE  
**Date:** October 4, 2024 at 10:41 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

Hi Walter,

I apologize the system automatically resubmits. You will have to email me over the new routing and account number. I will have it resubmitted on Monday so there will be no interruption in your service!

Best regards,

**Angela Maher**   
 Senior Brand Consultant



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[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
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**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Fw: BIZIMAGE  
**Date:** October 4, 2024 at 9:30:53 AM EDT  
**To:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>, Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>, Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>

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**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Fw: BIZIMAGE

FYI

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**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Thursday, October 3, 2024 7:05:10 PM  
**To:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
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**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Subject:** Re: BIZIMAGE  
**Date:** October 4, 2024 at 11:21 AM  
**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Cc:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

If your system automatically resubmits it from our old bank account and then you resubmit it on Monday with our new bank info, wouldnt that duplicate the payment?

---

**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Sent:** Friday, October 4, 2024 10:41 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com); John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
**Subject:** Fwd: BIZIMAGE

Hi Walter,

I apologize the system automatically resubmits. You will have to email me over the new routing and account number. I will have it resubmitted on Monday so there will be no interruption in your service!

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**

407.832.7524  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

Begin forwarded message:

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Subject:** Fw: BIZIMAGE  
**Date:** October 4, 2024 at 9:30:53 AM EDT  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)

Hi Angela

We have been making some changes to our bank accounts etc. I need to set up your payments from a different bank account. Currently your payments come from a Moore Medical Group account, I need to have it come from a CAYA Health account

Please do not resubmit the ACH. Instead just send me your bank ACH info and to expedite the matter I will manually push through the ACH from the CAYA account

---

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Sent:** Friday, October 4, 2024 12:16 AM  
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I will handle this today Friday

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FYI

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone  
Get [Outlook for Android](#)

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**Subject:** BIZIMAGE

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**From:** John Maher bizimage@mac.com  
**Subject:** Re: BIZIMAGE  
**Date:** October 4, 2024 at 11:25 AM  
**To:** Walter Murray wmurray@mooremedicalgroup.com  
**Cc:** Angela Maher angela\_maher@mac.com, Mike Spahr mspahr@cayahealth.com



If payment clears today we can set new acct up for ACH next month.

Or we can reverse todays and pull new acct on Monday?

Either way works for us?

Bizimage Marketing iPhone  
A Digital Marketing Agency

On Oct 4, 2024, at 10:21 AM, Walter Murray <wmurray@mooremedicalgroup.com> wrote:

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**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)   
**Subject:** Re: BIZIMAGE  
**Date:** October 4, 2024 at 11:40 AM  
**To:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

Here is it - please delete the email after using the info

**Full Account and Routing Number**

Account number 590978653

Routing number 267084131

Name on account CAYA Health Inc

---

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**Cc:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)

I've been looking at nk account for the resubmission of your \$1200. I have not seen it since i gave you the new bank info. Did you submit it? It would have been quicker if I sent the ACH/wire as i suggested. Let me know if you have not resubmitted yet so i can initiate the ACH payment from my end. I know this new banking system is a little wonky so maybe you did resubmit it and it is still in transit??

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A Digital Marketing Agency

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If your system automatically resubmits it from our old bank account and then you resubmit it on Monday with our new bank info, wouldn't that duplicate the payment?

---

**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Sent:** Friday, October 4, 2024 10:41 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com); John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
**Subject:** Fwd: BIZIMAGE

Hi Walter,

I apologize the system automatically resubmits. You will have to email me over the new routing and account number. I will have it resubmitted on Monday so there will be no interruption in your service!

Best regards,

**Angela Maher**   
Senior Brand Consultant



**Bizimage Marketing**  
407.832.7524  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

Begin forwarded message:

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Subject:** Fw: BIZIMAGE  
**Date:** October 4, 2024 at 9:30:53 AM EDT  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com), Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)

Hi Angela

We have been making some changes to our bank accounts etc. I need to set up your payments from a different bank account. Currently your payments come from a Moore Medical Group account, i need to have it come from a CAYA Health account

Please do not resubmit the ACH. Instead just send me your bank ACH info and to expedite the matter i will manually push through the ACH from the CAYA account

---

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Sent:** Friday, October 4, 2024 12:16 AM  
**To:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)  
**Subject:** Re: BIZIMAGE

I will handle this today friday

---

**From:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)  
**Sent:** Thursday, October 3, 2024 9:33 PM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Subject:** Fw: BIZIMAGE

FYI

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone  
Get [Outlook for Android](#)

---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Thursday, October 3, 2024 7:05:10 PM  
**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** BIZIMAGE

Hi Mike,

Hope you are doing well! I need your help with something...we processed Caya's billing on the first for SEO only as that is what was requested of us moving forward for the next 90 days and the payment as returned? We will resubmit in the morning and if returned, services will be suspended. Please feel free to reach out with any questions you may have.

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[angela\\_maher@mac.com](mailto:angela_maher@mac.com)

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Fwd: BIZIMAGE  
**Date:** October 11, 2024 at 10:04 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)

Hi Walter,

Hope you all did well with the storm! I just wanted to reach out to you about your \$1200 submission. It was reversed on October 7th and because of the storm we never resubmitted, that will be done today on the new bank account you provided us with. Please let me know if you have any questions.

Have a great day!

Best regards,

**Angela Maher**   
Senior Brand Consultant



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407.832.7524  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

Begin forwarded message:

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Re: BIZIMAGE  
**Date:** October 10, 2024 at 7:33:17 AM EDT  
**To:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>, Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>

I've been looking at nk account for the resubmission of your \$1200. I have not seen it since i gave you the new bank info. Did you submit it? It would have been quicker if I sent the ACH/wire as i suggested. Let me know if you have not resubmitted yet so i can initiate the ACH payment from my end. I know this new banking system is a little wonky so maybe you did resubmit it and it is still in transit??

---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
**Sent:** Friday, October 4, 2024 11:25 AM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>; Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: BIZIMAGE

If payment clears today we can set new acct up for ACH next month.

Or we can reverse today's and pull new acct on Monday?

Either way works for us?

Bizimage Marketing iPhone  
A Digital Marketing Agency

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Hi Angela

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Please do not resubmit the ACH. Instead just send me your bank ACH info and to expedite the matter I will manually push through the ACH from the CAYA account

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**Sent:** Friday, October 4, 2024 12:16 AM  
**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: BIZIMAGE

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**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
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**Sent:** Thursday, October 3, 2024 7:05:10 PM  
**To:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** BIZIMAGE

Hi Mike,

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Best regards,

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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)   
**Subject:** Fwd: BIZIMAGE  
**Date:** October 17, 2024 at 8:54 AM  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)



**Angela Maher**    
Senior Brand Consultant

**Bizimage Marketing**  
407.832.7524  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

Begin forwarded message:

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Re: BIZIMAGE  
**Date:** October 4, 2024 at 11:40:00 AM EDT  
**To:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

Here is it - please delete the email after using the info

**Full Account and Routing Number:**

Account number 590978653

Routing number 267084131

Name on account CAYA Health Inc

---

**From:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Sent:** Friday, October 4, 2024 11:27 AM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Re: BIZIMAGE

I'm assuming the one that was resubmitted was going to be rejected again that's why I was going to have them wait till Monday to resubmit with the new banking info!

On Oct 4, 2024, at 11:21 AM, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)> wrote:

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**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Cc:** Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>; John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>  
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Senior Brand Consultant

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[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
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**Subject:** Fw: BIZIMAGE  
**Date:** October 4, 2024 at 9:30:53 AM EDT  
**To:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>, Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>, Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>

Hi Angela

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I will handle this today Friday

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**From:** John Maher bizimage@mac.com   
**Subject:** Fwd: BIZIMAGE  
**Date:** July 12, 2025 at 1:22 PM  
**To:** Angela Maher angela\_maher@mac.com



No new Agreement, They asked for a 90 day reduction per below.



**John Maher**  
Strategy & Metrics Specialist



Contact

- 📞 407.235.8250
- 🌐 [bizimagemarketing.com](http://bizimagemarketing.com)
- ✉️ [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

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**From:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** Re: BIZIMAGE  
**Date:** October 10, 2024 at 7:33:17 AM EDT  
**To:** John Maher <bizimage@mac.com>  
**Cc:** Angela Maher <angela\_maher@mac.com>, Mike Spahr <mispahr@cayahealth.com>

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**Sent:** Friday, October 4, 2024 11:25 AM  
**To:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Cc:** Angela Maher <angela\_maher@mac.com>; Mike Spahr <mispahr@cayahealth.com>  
**Subject:** Re: BIZIMAGE

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Or we can reverse todays and pull new acct on Monday?

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**Subject:** BIZIMAGE

Hi Mike,

Hope you are doing well! I need your help with something...we processed Caya's billing on the first for SEO only as that is what was requested of us moving forward for the next 90 days and the payment as returned? We will resubmit in the morning and if returned, services will be suspended. Please feel free to reach out with any questions you may have.

Best regards,

**Angela Maher**   
Senior Brand Consultant

**Bizimage Marketing**  
407.832.7524  
[angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)

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**From:** Angela Maher angela\_maher@mac.com  
**Subject:** BIZIMAGE  
**Date:** June 24, 2019 at 3:11 PM  
**To:** wfb@777lawfirm.com

---



Hi Walter,

I wanted to introduce myself! I am with a marketing consultant firm and have been working with attorneys for the past 12 years. One of the services we provide is reputation marketing. Check out the link below and it will pull up your internet visibility score. Also, is a link to our website.

<http://bizimage.repgrader.com/NDY2NQ==>

<https://www.bizimageadvertising.com>

Some of the attorneys we work with are below. Check out the links and there you can see some of our work...custom websites, video, photography, social media, SEO, etc.. We are going to be in your area all next week...are you open to meeting with us?

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<http://www.pascoinjurylaw.com>

[www.gkbklaw.com](http://www.gkbklaw.com)

Best regards,

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Senior Brand Consultant  
[angela@bizimagemarketing.com](mailto:angela@bizimagemarketing.com)  
<http://bizimagemarketing.com>  
407-832-7524

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**Date:** September 4, 2019 at 1:10 PM  
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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE  
**Date:** September 13, 2019 at 7:42 AM  
**To:** [wfb@777lawfirm.com](mailto:wfb@777lawfirm.com)



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**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE  
**Date:** September 30, 2019 at 12:30 PM  
**To:** [wfb@777lawfirm.com](mailto:wfb@777lawfirm.com)



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**From:** Walter Benenati wfb@777lawfirm.com  
**Subject:** RE: BIZIMAGE  
**Date:** September 30, 2019 at 12:40 PM  
**To:** Angela Maher angela\_maher@mac.com

WB

No thank you.  
Best,  
Walter F. Benenati

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A Professional Association  
Walter F. Benenati  
Florida Bar No.: 46679  
Martindale-Hubbell\*



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[2702 East Robinson Street](#)  
Orlando, Florida 32803  
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Facsimile: (407)-236-7667

Kissimmee Office  
624 Patrick Street  
Kissimmee, Florida 34741  
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**From:** Angela Maher <angela\_maher@mac.com>  
**Sent:** Monday, September 30, 2019 12:30 PM  
**To:** Walter Benenati <wfb@777lawfirm.com>  
**Subject:** Re: BIZIMAGE

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Thanks Walter for the reply! Please let me know if we can be of service to you in the future!

On Sep 30, 2019, at 12:40 PM, Walter Benenati <[wfb@777lawfirm.com](mailto:wfb@777lawfirm.com)> wrote:

No thank you.  
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<image001.png>

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407-832-7524

**From:** John Maher bizimage@mac.com   
**Subject:** Caya: Meeting  
**Date:** March 29, 2024 at 10:14 AM  
**To:** Andrew Weitknecht andrew@bizimagemarketing.com  
**Cc:** Angela Maher angela\_maher@mac.com

---



Morning,

Just had a meeting with Caya,( Walter & Mike)

Walter was asking about Referral Form on site?

Mke was asking about getting Dr Coonley on site?

Plz reach out to them when you get a chance with update or anything you need to complete.

TY

Have a great weekend!



**John Maher**  
Strategy & Metrics Specialist



Contact

 407.235.8250

 [bizimagemarketing.com](http://bizimagemarketing.com)

 [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com) 

**Subject:** CAYA Talk page

**Date:** January 16, 2024 at 9:26 AM

**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com), Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com), Mike Spahr [mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)

**Cc:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)



Hi John - can i give you a quick call today regarding adding some functionalities to the CAYA Talk webpage?

We need to add (if we already dont have it) some appointment-settingdon't tools where patients can set appointments

---

**From:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>

**Sent:** Thursday, December 14, 2023 11:28 AM

**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>

**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>

**Subject:** Re: BIZIMAGE

Team,

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates

Plz see attached slide deck.... Measuring KPI off 0 traffic to site is just a educated guess(useless). This is why we will put [Cayataalk.com](http://Cayataalk.com) in our portal and collect data in real time which will answer all KPI questions and how to move forward as a team. Heat mapping shows us what is engaging and important to our visitors.

Starting with a \$1500/month for a Google Adwords budget will provide us with sufficient traffic for AI to learn with some confidence and allow content suggestions for testing in Ads and site pages to kee3p visitor on set longer to gain Google organic page rankings.

2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?

This is your Organic SEO charge and is monthly, to identify /test keyword phrases that will perform and develop content to achieve 1st page results.

It also, covers development time to rebuild current site in our portal so we can capture dynamic heat mapping.

3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
. And would this take the place of generating leads via ads?

AI holistically looks at all tools/data as a whole. Most folks try to silo which holds back results and ROI.... They think their saving money which cost them greatly. AI generator will provide us with additional data on 60% of total site traffic as discussed in our meeting. This is on top of our normal AI chat BOT leads. We will review these leads and conversion in our monthly marketing meetings. I have a client with some similar services getting an additional 60+ leads per month, However, don't expect this over night. These results are after months of AI learning and testing.

4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

Our Rep Marketing APP is also managed by AI and will collect significant more reviews. Average interface is 45% with a 21% Google review conversion. Your clients may be a little less app to leave a review due to sensitivity of services. Time will tell.

Gavi and I discussed putting our best foot forward to make this venture a success. Above is how we accomplish just that!

Have a great weekend.

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p: 407.235.8250

e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

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**From:** John Maher bizimage@mac.com   
**Subject:** Re: CAYA Talk page  
**Date:** January 16, 2024 at 9:38 AM  
**To:** Walter Murray wmurray@mooremedicalgroup.com  
**Cc:** Gavi Berman gberman@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com, Angela Maher angela\_maher@mac.com



Morning,  
I have time 11ish?

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**Sent:** Thursday, December 14, 2023 11:28 AM  
**To:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Cc:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Subject:** Re: BIZIMAGE

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John Maher  
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**To:** Walter Murray wmurray@mooremedicalgroup.com  
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**Subject:** Re: CAYA Talk page  
**Date:** January 16, 2024 at 12:43 PM  
**To:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
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John Lets us my Zoom link <https://us02web.zoom.us/j/7800351808> for 1 pm

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**From:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)   
**Subject:** Re: CAYA Talk page  
**Date:** January 16, 2024 at 12:59 PM  
**To:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com), John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
**Cc:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com), Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

Lets meet on my Zoom link <https://us02web.zoom.us/j/7800351808>

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Zoom is the leader in modern enterprise video communications, with an easy, reliable cloud platform for video and audio conferencing, chat, and webinars across mobile, desktop, and room systems. Zoom Rooms is the original software-based conference room solution used around the world in board, conference, huddle, and training rooms, as well as executive offices and classrooms. Founded in 2011, Zoom helps businesses and organizations bring their teams together in a frictionless environment to get more done. Zoom is a publicly traded company headquartered in San Jose, CA.

[us02web.zoom.us](https://us02web.zoom.us)

---

**From:** Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)  
**Sent:** Tuesday, January 16, 2024 11:26 AM  
**To:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com); Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com); Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** RE: CAYA Talk page

I can make 1pm

---

**From:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
**Sent:** Tuesday, January 16, 2024 11:22 AM  
**To:** Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)  
**Cc:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com); Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com); Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: CAYA Talk page

1pm?

John Maher  
 Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
 e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
 w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Jan 16, 2024, at 9:38 AM, John Maher [bizimage@mac.com](mailto:bizimage@mac.com) wrote:

Morning,

I have time 11ish?

John Maher  
 Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
 e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
 w: [bizimagemarketing.com](http://bizimagemarketing.com)

<Screen Shot 2023-05-04 at 9.50.21 AM.png><PastedGraphic-1.tiff>

On Jan 16, 2024, at 9:26 AM, Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com) wrote:

Hi John - can i give you a quick call today regarding adding some functionalities to the CAYA Talk webpage?  
 We need to add (if we already dont have it) some appointment-settingdon't tools where patients can set appointments

---

**From:** John Maher [bizimage@mac.com](mailto:bizimage@mac.com)  
**Sent:** Thursday, December 14, 2023 11:28 AM  
**To:** Gavi Berman [gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com); Walter Murray [wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com); Mike Spahr [mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)  
**Cc:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
**Subject:** Re: BIZIMAGE

Team,

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates

Plz see attached slide deck.... Measuring KPI off 0 traffic to site is just a educated guess(useless). This is why we will put [Cayataalk.com](http://Cayataalk.com) in our portal and collect data in real time which will answer all KPI questions and how to move forward as a team. Heat mapping shows us what is engaging and important to our visitors.

Starting with a \$1500/month for a Google Adwords budget will provide us with sufficient traffic for AI to learn with some confidence and allow content suggestions for testing in Ads and site pages to kee3p visitor on set longer to gain Google organic page rankings.

2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?

This is your Organic SEO charge and is monthly, to identify /test keyword phrases that will perform and develop content to achieve 1st page results. It also, covers development time to rebuild current site in our portal so we can capture dynamic heat mapping.

3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
And would this take the place of generating leads via ads?

AI holistically looks at all tools/data as a whole. Most folks try to silo which holds back results and ROI.... They think their saving money which cost them greatly. AI generator will provide us with additional data on 60% of total site traffic as discussed in our meeting. This is on top of our normal AI chat BOT leads. We will review these leads and conversion in our monthly marketing meetings. I have a client with some similar services getting an additional 60+ leads per month, However, don't expect this over night. These results are after months of AI learning and testing.

4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

Our Rep Marketing APP is also managed by AI and will collect significant more reviews. Average interface is 45% with a 21% Google review conversion. Your clients may be a little less app to leave a review due to sensitivity of services. Time will tell.

Gavi and I discussed putting our best foot forward to make this venture a success. Above is how we accomplish just that!

Have a great weekend.

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John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)

<Screen Shot 2023-05-04 at 9.50.21 AM.png>

On Dec 14, 2023, at 9:56 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

1. Yes - we need some "campaign" costs/metrics. for eg What would an ad campaign look like in terms of frequency, digital assets, ad cost, optimization, conversion estimates
2. Is the Website transfer charge of \$1549 a one time charge? What exactly is this ?
3. The AI Lead generator? what are the KPIs on this - how many leads can we realistically expect / month etc  
And would this take the place of generating leads via ads?
4. Reputation management: part of reputation management is responding to negative comments etc, so will BizImage be responding to negative comments for us or would we have to do it ourselves?

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**From:** Package Design [packagedesign@news-stmedia.com](mailto:packagedesign@news-stmedia.com)

**Subject:** Communication by Design | Pairing celebrates the vibrant culture of Argentine; Delivering slice of summer; Fizzy launch is sweet by design; and more

**Date:** May 1, 2013 at 2:01 PM

**To:** [angela\\_maher@mac.com](mailto:angela_maher@mac.com)

PD

[View this email as a webpage.](#) News and insights for package designers and brand owners.

Communication by Design



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Forward to a Friend



### RISI Papas Caseras' spicy debut

Classic Foods shares its newly designed packaging for its RISI Papas Casera snack line. Bold type treatment makes the bilingual copy part of the design, and the Mexican spice-inspired color palette turns up the taste appeal.



### Pairing celebrates the vibrant culture of Argentina

Pablo y Walter debuts on the wine scene with packaging that captures the spirit of Mendoza, Argentina, and a flavor born of a friendship between vintners Paul Boutinot and Walter Bressia.

[Read the story.](#)



### Naturally healthy options

Ampro Design shares an unusual brand-extension project, where it needed to create a new frozen vegetable line for a well-known ice cream company.

[Read the story.](#)

**From:** Mike Spahr mspahr@cayahealth.com   
**Subject:** December meeting  
**Date:** November 22, 2023 at 8:19 AM  
**To:** Angela Maher angela\_maher@mac.com

---

MS

Good morning,

Just wanted to let you know that Gavi and Walter (CFO) will be attending the meeting as well. Please try to get the link to me in advance due to having to send to them. I hope you guys have a great Thanksgiving!

**Mike Spahr**

Practice Manager | CayaHealth  
1355 S International Parkway, Ste 1481  
Lake Mary Florida, 32746  
P: 407-559-7011 x106  
F: 407-559-5443



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**From:** Angela Maher angela\_maher@mac.com   
**Subject:** Re: December meeting  
**Date:** November 22, 2023 at 9:42 AM  
**To:** Mike Spahr mspahr@cayahealth.com  
**Cc:** john Maher bizimage@mac.com

Will do Mike! Have a Happy Thanksgiving! Hope you are doing well!

**Angela Maher**  
Bizimage Marketing | Senior Brand Consultant

p: [407.832.7524](tel:407.832.7524)  
e: [angela\\_maher@mac.com](mailto:angela_maher@mac.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Nov 22, 2023, at 8:19 AM, Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)> wrote:

Good morning,  
Just wanted to let you know that Gavi and Walter (CFO) will be attending the meeting as well. Please try to get the link to me in advance due to having to send to them. I hope you guys have a great Thanksgiving!

**Mike Spahr**

Practice Manager | CayaHealth  
1355 S International Parkway, Ste 1481  
Lake Mary Florida, 32746  
P: 407-559-7011 x106  
F: 407-559-5443





**From:** Gavi Berman gberman@mooremedicalgroup.com   
**Subject:** Facebook / LinkedIn  
**Date:** January 22, 2024 at 11:18 AM  
**To:** John Maher bizimage@mac.com, Angela Maher angela\_maher@mac.com  
**Cc:** Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

---

Hi John / Angela,

Could you please advise how I can remove the Caya and MMG admin rights from my personal FB and LinkedIn accounts?

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

*CAYAHEALTH-LAKE MARY*

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

*MOORE MEDICAL GROUP*

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**From:** John Maher bizimage@mac.com  
**Subject:** Re: Facebook / LinkedIn  
**Date:** January 22, 2024 at 12:00 PM  
**To:** Gavi Berman gberman@mooremedicalgroup.com  
**Cc:** Angela Maher angela\_maher@mac.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com



Morning,

I'll have Kaley reach out to discuss required steps for that.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Jan 22, 2024, at 11:18 AM, Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi John / Angela,

Could you please advise how I can remove the Caya and MMG admin rights from my personal FB and LinkedIn accounts?

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

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4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

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**From:** Gavi Berman gberman@mooremedicalgroup.com 

**Subject:** RE: Facebook / LinkedIn

**Date:** January 22, 2024 at 1:36 PM

**To:** John Maher bizimage@mac.com

**Cc:** Angela Maher angela\_maher@mac.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

GB

Thanks

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

**CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

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**From:** John Maher <bizimage@mac.com>

**Sent:** Monday, January 22, 2024 12:01 PM

**To:** Gavi Berman <gberman@mooremedicalgroup.com>

**Cc:** Angela Maher <angela\_maher@mac.com>; Walter Murray <wmurray@mooremedicalgroup.com>; Mike Spahr <mspahr@cayahealth.com>

**Subject:** Re: Facebook / LinkedIn

Morning,

Ill have Kaley reach out to discuss required steps for that.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Jan 22, 2024, at 11:18 AM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi John / Angela,

Could you please advise how I can remove the Caya and MMG admin rights from my personal FB and LinkedIn accounts?

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

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4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957) **MOORE MEDICAL GROUP**

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**From:** Gavi Berman gberman@mooremedicalgroup.com 

**Subject:** RE: Facebook / LinkedIn

**Date:** January 25, 2024 at 5:43 PM

**To:** John Maher bizimage@mac.com

**Cc:** Angela Maher angela\_maher@mac.com, Walter Murray wmurray@mooremedicalgroup.com, Mike Spahr mspahr@cayahealth.com

GB

Hi John,

Just following up. Am I able to do it myself? I cannot figure it out for the life of me...

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)



1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011)

**CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957)

**MOORE MEDICAL GROUP**

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**From:** John Maher <bizimage@mac.com>

**Sent:** Monday, January 22, 2024 12:01 PM

**To:** Gavi Berman <gberman@mooremedicalgroup.com>

**Cc:** Angela Maher <angela\_maher@mac.com>; Walter Murray <wmurray@mooremedicalgroup.com>; Mike Spahr <mspahr@cayahealth.com>

**Subject:** Re: Facebook / LinkedIn

Morning,

I'll have Kaley reach out to discuss required steps for that.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Jan 22, 2024, at 11:18 AM, Gavi Berman  
<[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)> wrote:

Hi John / Angela,

Could you please advise how I can remove the Caya and MMG admin rights from my personal FB and LinkedIn accounts?

**Gavi Berman** | Director of Marketing & Business Development

Email: [GBerman@MooreMedicalGroup.com](mailto:GBerman@MooreMedicalGroup.com)

Phone: 786-877-4882

[www.MooreMedicalGroup.com](http://www.MooreMedicalGroup.com)

[www.Cayahealth.com](http://www.Cayahealth.com)

<image001.png><image002.jpg>

1355 South International Parkway, Suite 1481, Lake Mary, FL 32746 (407-559-7011) **CAYAHEALTH-LAKE MARY**

4300 W Lake Mary Blvd, Ste 1010-357, Lake Mary FL 32746 (407-732-7957) **MOORE MEDICAL GROUP**

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**From:** Kaley Balcerak kaley@bizimagemarketing.com

**Subject:** Facebook Access

**Date:** June 20, 2024 at 10:42 AM

**To:** Walter Murray wmurray@mooremedicalgroup.com

**Cc:** John Maher john@bizimagemarketingfirm.com, angela\_maher@mac.com, Andrew Weitknecht andrew@bizimagemarketing.com, Mike Spahr mspahr@cayahealth.com

KB

Hi Walter,

Bizimage did not create the Facebook Page. I believe Alex Areces did; however, we have admin access and can add you as an admin to the page. What is the email you use associated with your personal Facebook account so I can find you? Or the email of the person you would like us to add?

Thanks,

**Kaley Balcerak** 

Account Executive



**Bizimage Marketing**

407.580.2636

kaley@bizimagemarketing.com

[bizimagemarketing.com](http://bizimagemarketing.com)

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Month	Posting Date	Vendor	Description	Amount	Type
Aug-25	8/1/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Aug-25	8/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.88)	ACH_DEBIT
<b>Aug-25 Total</b>				(2,400.88)	
Sep-25	9/2/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Sep-25	9/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,400.88)	ACH_DEBIT
<b>Sep-25 Total</b>				(2,600.88)	
Oct-25	10/2/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Oct-25	10/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,437.88)	ACH_DEBIT
<b>Oct-25 Total</b>				(2,637.88)	
Nov-25	11/3/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Nov-25	11/17/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,437.88)	ACH_DEBIT
<b>Nov-25 Total</b>				(2,637.88)	
Dec-25	12/1/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Dec-25	12/15/2025	BizImage	WAC ORIG CO NAME:WINDERMERE DESIG ORIG I	-	ACH_DEBIT
<b>Dec-25 Total</b>				(1,200.00)	
<b>Grand Total</b>				(11,477.52)	
<b>Correct Amount of charges at \$1987.88 per month should be</b>				(9,939.40)	
<b>Overcharge</b>				<b>1,538.12</b>	

Caya Health 82025 Signed plus Addendum.pdf 

- **Termination:** Due to this persistent unauthorized over-billing, the contract is considered **Terminated for Cause** effective immediately. No further payments are due.

## 2. COUNTER-CLAIM: REFUND OF OVERPAYMENTS (\$1,538.12)

A forensic audit of the CAYA Health Inc. account confirms that your client collected funds far in excess of the contract value.

- **Evidence:** Please see the attached **Audit Reconciliation Schedule**.
- **Calculation:** Your client collected **\$11,477.52** over four months, while the authorized contract value for that period was only **\$9,939.40**.
- **Demand:** Your client is currently holding **\$1,538.12** in unauthorized funds belonging to CAYA Health Inc.

## 3. NOTICE OF RECKLESS BILLING PRACTICES

We further note that on January 7, 2026, your client attempted an unauthorized debit of **\$2,637.88** against the bank account of a third party (CAYAIH Integrated Health Inc.), with whom your client holds no contract.

- While this specific transaction has been resolved/blocked by the bank, this attempt to seize funds from a non-contracted entity further demonstrates your client's reckless billing practices and lack of internal controls.

## 4. FINAL DEMAND

To resolve this matter without further legal action, we demand the following:

1. **Written confirmation** that the ~\$7,300 invoice is rescinded.
2. **Immediate Refund** of **\$1,538.12** (The confirmed overpayment taken from CAYA Health Inc.).

We expect your client's check or confirmation of reversal within **five (5) business days**.

**Govern yourselves accordingly.**

**Dr. Walter V. Murray, CPA**

CFO, CAYA Health Inc.

[Walter V Murray CPA MSc DBA PhD](#)

**Walter V Murray CPA MSc DBA PhD**

Managing Director

Auditing Accounting & Consulting LLLP

Strategic Business Analysts LLC

**Phone 678-964-0640**

HIPAA Privacy Notification: This message and accompanying documents are covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521, and contain information intended for the specified individual(s) only. This information is confidential. If you are not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and that any review, dissemination, copying, or the taking of any action based on the contents of this information is strictly prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message.



**John Maher**  
Strategy & Metrics Specialist

**BizImage Overcharges.pdf**  
61 KB 



Contact

-  [407.235.8250](tel:407.235.8250)
-  [bizimagemarketing.com](http://bizimagemarketing.com)
-  [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

**Caya Health 82025 Signed plus Addendum.pdf**  
288 KB 

- agreement.
- **The Breach:** The Agreement dated August 1, 2025, explicitly authorized a monthly fee of **\$1,987.88** (See attached Contract, Section 8). However, your client consistently debited our account for **~\$2,637.00** per month (August through November).
  - **Termination:** Due to this persistent unauthorized over-billing, the contract is considered **Terminated for Cause** effective immediately. No further payments are due.

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**Dr. Walter V. Murray, CPA**

CFO, CAYA Health Inc.

[Walter V Murray CPA MSc DBA PhD](#)

**Walter V Murray CPA MSc DBA PhD**

Managing Director

Month	Posting Date	Vendor	Description	Amount	Type
Aug-25	8/1/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Aug-25	8/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.88)	ACH_DEBIT
<b>Aug-25 Total</b>				(2,400.88)	
Sep-25	9/2/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,200.00)	ACH_DEBIT
Sep-25	9/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,400.88)	ACH_DEBIT
<b>Sep-25 Total</b>				(2,600.88)	
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Oct-25	10/15/2025	BizImage	ORIG CO NAME:WINDERMERE DESIG ORIG ID:126	(1,437.88)	ACH_DEBIT
<b>Oct-25 Total</b>				(2,637.88)	
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<b>Dec-25 Total</b>				(1,200.00)	
<b>Grand Total</b>				(11,477.52)	
<b>Correct Amount of charges at \$1987.88 per month should be</b>				(9,939.40)	
<b>Overcharge</b>				<b>1,538.12</b>	

Caya Health 82025 Signed plus  
Addendum.pdf



support,

- Automatically expires at the conclusion of the 120-day period
- Will be governed by a short, separate written agreement

If you wish to pursue this option, BizImage will provide a written proposal upon request.

## 5. Intellectual Property & Copyright Notice

For the avoidance of doubt, the **current website, including its design, structure, layout, templates, codebase, written content, graphics, and compiled creative elements, constitutes copyrighted intellectual property of BizImage Marketing**, except where expressly licensed otherwise in writing.

Accordingly:

- No portion of the existing website may be copied, scraped, duplicated, reverse-engineered, adapted, or reused by CAYA Health, its agents, or any third-party developer.
- Any replacement website must be a **new, original build**, developed independently and without reference to or reuse of BizImage's proprietary materials.
- BizImage will actively **monitor for unauthorized copying, derivative use, or IP infringement**, including cut-and-paste replication or structural mimicry.

Any unauthorized use of BizImage intellectual property will be treated as infringement and addressed accordingly.

## 6. No Further Informal Negotiations

Given the posture of your correspondence and the involvement of counsel, all further communications regarding this matter should proceed through counsel.

BizImage remains prepared to resolve this matter professionally. Failing that, we will protect our interests accordingly.

Regards,  
"Council"

---



**John Maher**  
Strategy & Metrics Specialist

**BIZIMAGE**  
DIGITAL MARKETING AGENCY

Contact

📞 407.235.8250

🌐 [bizimagemarketing.com](http://bizimagemarketing.com)

✉️ [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

<BizImage Overcharges.pdf><Caya Health 82025 Signed plus Addendum.pdf>



**John Maher**  
Strategy & Metrics Specialist



Contact

📞 407.235.8250

🌐 [bizimagemarketing.com](http://bizimagemarketing.com)

✉️ [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)

- **Legal Basis:** A vendor cannot enforce a "Liquidated Damages or Early Termination" clause if the vendor is already in **Material Breach** of the agreement.
- **The Breach:** The Agreement dated August 1, 2025, explicitly authorized a monthly fee of **\$1,987.88** (See attached Contract, Section 8). However, your client consistently debited our account for **~\$2,637.00** per month (August through November).
- **Termination:** Due to this persistent unauthorized over-billing, the contract is considered **Terminated for Cause** effective immediately. No further payments are due.

## **2. COUNTER-CLAIM: REFUND OF OVERPAYMENTS (\$1,538.12)**

A forensic audit of the CAYA Health Inc. account confirms that your client collected funds far in excess of the contract value.

- **Evidence:** Please see the attached **Audit Reconciliation Schedule**.
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We further note that on January 7, 2026, your client attempted an unauthorized debit of **\$2,637.88** against the bank account of a third party (CAYAIH Integrated Health Inc.), with whom your client holds no contract.

- While this specific transaction has been resolved/blocked by the bank, this attempt to seize funds from a non-contracted entity further demonstrates your client's reckless billing practices and lack of internal controls.

## **4. FINAL DEMAND**

To resolve this matter without further legal action, we demand the following:

1. **Written confirmation** that the ~\$7,300 invoice is rescinded.
2. **Immediate Refund of \$1,538.12** (The confirmed overpayment taken from CAYA Health Inc.).

We expect your client's check or confirmation of reversal within **five (5) business days**.

**Govern yourselves accordingly.**

**Dr. Walter V. Murray, CPA**

CFO, CAYA Health Inc.

is denied.

This letter constitutes BizImage's **final demand** for resolution of the outstanding balance. Absent resolution, BizImage will pursue all available remedies without further notice.

### 3. Notice of Hosting Termination

Separately, and independent of the billing dispute, BizImage hereby provides **formal notice of termination of website hosting services**, effective **February 28, 2026**.

This notice is provided to allow an orderly transition and to avoid operational disruption. After that date, BizImage will have no obligation to continue hosting, maintaining, or supporting CAYA Health's website or related infrastructure unless a separate written agreement is executed.

### 4. Transitional Hosting Offer (Courtesy Only — 120-Day Maximum)

As a professional courtesy—and without waiver of any rights, defenses, or claims—BizImage is willing to offer **continued hosting services at CAYA Health's expense**, on a **prepaid, month-to-month basis**, for a period **not to exceed one hundred twenty (120) days** following the February 28, 2026 termination date, to allow your new marketing or IT provider to build and deploy a replacement website.

This transitional hosting offer:

- Is optional and non-obligatory
- Requires advance payment prior to any continued hosting
- Is limited strictly to hosting services only (no marketing, SEO, development, or content support)
- Automatically expires at the conclusion of the 120-day period
- Will be governed by a short, separate written agreement

If you wish to pursue this option, BizImage will provide a written proposal upon request.

### 5. Intellectual Property & Copyright Notice

For the avoidance of doubt, the **current website, including its design, structure, layout, templates, codebase, written content, graphics, and compiled creative elements, constitutes copyrighted intellectual property of BizImage Marketing**, except where expressly licensed

individual(s) only. This information is confidential. If you are not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and that any review, dissemination, copying, or the taking of any action based on the contents of this information is strictly prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message.

<BizImage Overcharges.pdf><Caya Health 82025 Signed plus  
Addendum.pdf>

of performance, and the continued operation and benefit of BizImage-maintained digital infrastructure. Moreover, Caya cannot simultaneously disclaim all liability to BizImage for the contract between BizImage and Seller and seek a demand for alleged recovery under the same contractual relationship.

## **2. Outstanding Balance**

Notwithstanding your unilateral assertions, BizImage maintains that a balance of approximately \$7,300 remains due for services rendered, infrastructure maintained, and value retained by Caya.

This letter constitutes BizImage's final demand for resolution of the outstanding balance. Absent resolution, BizImage will pursue all available remedies without further notice.

## **3. Notice of Hosting Termination**

Independent of the billing dispute, BizImage hereby provides formal notice of termination of website hosting services, effective February 28, 2026 ("Termination Date").

This notice is provided to allow an orderly transition and to avoid operational disruption. Absent a separate written agreement, BizImage will no longer host, maintain, or support Caya's website or related infrastructure after the Termination Date.

## **4. Transitional Hosting Offer**

As a professional courtesy—and without waiver of any rights, defenses, or claims—BizImage offers to continue hosting services at Caya's expense, on a prepaid, month-to-month basis, for a period not to exceed one hundred twenty (120) days following the Termination Date, to allow Caya's new marketing or IT provider to build and deploy a replacement website.

This transitional hosting offer:

- Requires advance payment prior to any continued hosting
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If you wish to pursue this option, BizImage will provide a written proposal upon request.

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Accordingly:

- No portion of the existing website may be copied, scraped, duplicated, reverse-engineered, adapted, or reused by Caya its agents, or any third-party developer.
- Any replacement website must be a new, original build, developed independently and without reference to or reuse of BizImage's proprietary materials.

Any unauthorized use of BizImage intellectual property will be treated as infringement and addressed accordingly.

- **The Evidence:** On **September 15, 2025, at 9:42 AM**, I explicitly emailed your client (Angela Maher) regarding the discrepancies.
- **My Exact Statement:** *"It appears you are charging us \$2600/month. Per the contract it should be \$1937."*
- **The Legal Reality:** There was no "acquiescence" or implied acceptance of the higher rate. There was an immediate, documented objection to the billing error which your client chose to ignore while continuing to auto-debit the incorrect amount.
- **Conclusion:** Your client's persistence in debiting unauthorized amounts *after* receiving written notice of the error reinforces our claim of **Breach of Contract** and invalidates your defense.

## 2. URGENT: DOMAIN CREDENTIALS REQUIRED FOR TERMINATION

We accept your notice terminating hosting services on **February 28, 2026**.

- **The Blockage:** To comply with your termination deadline, we must migrate the domain (cayahealth.com) immediately. However, your client still holds the administrative keys.
- **The Demand:** Since your client "does not hold registrar authority" (as you previously stated), you must provide the **Registrar Account Login Credentials** (Username/Password) immediately.
- **Warning:** You cannot evict a tenant while refusing to unlock the door. Failure to provide these credentials immediately will be treated as a malicious attempt to sabotage the migration.

## 3. FINANCIAL DISPUTE

We stand by our forensic audit. We owe nothing.

- The contract rate was **\$1,987.88**.
- We objected to the **~\$2,637** charges in writing on September 15, 2025.
- Your client owes *us* a refund of **\$1,538.12** for the unauthorized difference.

## 4. NOTICE OF INTENT TO FILE SUIT

If this matter is not resolved with the return of our domain credentials and the refund of **\$1,538.12** within 5 business days, CAYA Health Inc. will file a **Statement of Claim** in the **Seminole County Court (Small Claims Division)**.

Please be advised:

- **Venue:** Venue is proper in Seminole County as the location where the cause of action accrued.
- **Reciprocal Attorney Fees:** Pursuant to **Florida Statute § 57.105(7)**, the attorney's fee provision in Section 6 of your client's contract renders the prevailing party eligible for legal fees. We will seek full recovery of all legal costs and fees incurred in enforcing this breach.

resolution, BizImage will pursue all available remedies without further notice.

### **3. Notice of Hosting Termination**

Independent of the billing dispute, BizImage hereby provides formal notice of termination of website hosting services, effective February 28, 2026 (“Termination Date”).

This notice is provided to allow an orderly transition and to avoid operational disruption. Absent a separate written agreement, BizImage will no longer host, maintain, or support Caya’s website or related infrastructure after the Termination Date.

### **4. Transitional Hosting Offer**

As a professional courtesy—and without waiver of any rights, defenses, or claims—BizImage offers to continue hosting services at Caya’s expense, on a prepaid, month-to-month basis, for a period not to exceed one hundred twenty (120) days following the Termination Date, to allow Caya’s new marketing or IT provider to build and deploy a replacement website.

This transitional hosting offer:

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Given the posture of your correspondence and the involvement of counsel, all further communications regarding this matter should proceed through counsel.

BizImage remains prepared to resolve this matter professionally. Failing that, BizImage will protect its interests accordingly.

Regards,

authorization is inaccurate, incomplete, and contradicted by contemporaneous communications, course of performance, and the continued operation and benefit of BizImage-maintained digital infrastructure. Moreover, Caya cannot simultaneously disclaim all liability to BizImage for the contract between BizImage and Seller and seek a demand for alleged recovery under the same contractual relationship.

## **2. Outstanding Balance**

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Please be advised:

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- **Reciprocal Attorney Fees:** Pursuant to **Florida Statute §**

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This transitional hosting offer:

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## **6. No Further Informal Negotiations**

**From:** Walter Murray <wmurray@mooremedicalgroup.com>   
**Subject:** Fw: Facebook account access  
**Date:** June 20, 2024 at 8:15 AM  
**To:** Angela Maher angela\_maher@mac.com



---

**From:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Sent:** Thursday, June 20, 2024 8:14 AM  
**To:** Mike Spahr <mspahr@cayahealth.com>; John Maher <bizimage@mac.com>; Andrew Weitknecht <andrew@bizimagemarketing.com>  
**Subject:** Re: Facebook account access

To BizImage

See my previous request for Facebook Admin access logins - please provide today asap. We need it to begin a FB campaign we will be managing internally

---

**From:** Mike Spahr <mspahr@cayahealth.com>  
**Sent:** Monday, June 17, 2024 5:35 PM  
**To:** Walter Murray <wmurray@mooremedicalgroup.com>; John Maher <bizimage@mac.com>; Andrew Weitknecht <andrew@bizimagemarketing.com>  
**Subject:** Re: Facebook account access

Bizimage will do that

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone  
Get [Outlook for Android](#)

---

**From:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Sent:** Monday, June 17, 2024 5:18:29 PM  
**To:** John Maher <bizimage@mac.com>; Mike Spahr <mspahr@cayahealth.com>; Andrew Weitknecht <andrew@bizimagemarketing.com>  
**Subject:** Facebook account access

We're going to begin maximizing our CAYA Facebook marketing etc. Please provide me with the logins for our CAYA FB account.

Do you also have access to an FB Ad account, if we have one?

*[Walter V Murray DBA PhD DBA](#)*

Walter V Murray DBA PhD DBA  
Chief Financial & Operating Officer



[Home](#) [Primary Care](#) | [Behavioral Health](#) ▾ [Depression](#) ▾ [Weight Loss](#)

**From:** Angela Maher [angela\\_maher@mac.com](mailto:angela_maher@mac.com)   
**Subject:** Fwd: Facebook account access  
**Date:** June 20, 2024 at 8:46 AM  
**To:** Kaley Balcerak [kaley@bizimagemarketing.com](mailto:kaley@bizimagemarketing.com)



Kaley,

Can you get them passwords and logins!

Sent from my iPhone

Begin forwarded message:

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Date:** June 20, 2024 at 8:15:19 AM EDT  
**To:** Angela Maher <[angela\\_maher@mac.com](mailto:angela_maher@mac.com)>  
**Subject:** Fw: Facebook account access

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**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Sent:** Thursday, June 20, 2024 8:14 AM  
**To:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>; John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>  
**Subject:** Re: Facebook account access

To BizImage

See my previous request for Facebook Admin access logins - please provide today asap. We need it to begin a FB campaign we will be managing internally

---

**From:** Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>  
**Sent:** Monday, June 17, 2024 5:35 PM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>; John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>  
**Subject:** Re: Facebook account access

Bizimage will do that

Sent via the Samsung Galaxy S23+ 5G, an AT&T 5G smartphone  
Get [Outlook for Android](#)

---

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Sent:** Monday, June 17, 2024 5:18:29 PM  
**To:** John Maher <[bizimage@mac.com](mailto:bizimage@mac.com)>; Mike Spahr <[mspahr@cayahealth.com](mailto:mspahr@cayahealth.com)>; Andrew Weitknecht <[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)>  
**Subject:** Facebook account access

We're going to begin maximizing our CAYA Facebook marketing etc. Please provide me with the logins for our CAYA FB account.

Do you also have access to an FB Ad account, if we have one?

*Walter V Murray DBA PhD DBA*

Walter V Murray DBA PhD DBA

**From:** John Maher bizimage@mac.com   
**Subject:** Fwd: Bizimage: Caya Talk.pdf  
**Date:** January 16, 2024 at 9:15 PM  
**To:** Angela Maher angela\_maher@mac.com

JM

Bizimage Marketing iPhone  
A Digital Marketing Agency

Begin forwarded message:

**From:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Date:** January 16, 2024 at 7:48:25 PM EST  
**To:** John Maher <bizimage@mac.com>  
**Cc:** Gavi Berman <gberman@mooremedicalgroup.com>, Mike Spahr <mspahr@cayahealth.com>  
**Subject:** Re: Bizimage: Caya Talk.pdf

John at this time to manage our cost we will hold off on the AI Bot \$399, AI Lead Generator \$299 and Reputation Manager \$355.

I'm sure we can add these later on, right?

We will proceed with the Transfer and the hosting fee only. Please revise the proposal and we will get it processed ASAP so we can get the CAYA Talk landing page equipped with multiple patient appointment setting plugins. We will use Calendly unless you have a significantly better tool.

---

**From:** John Maher <bizimage@mac.com>  
**Sent:** Tuesday, January 16, 2024 1:16 PM  
**To:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** Bizimage: Caya Talk.pdf

I was cc'd on it... [Here you go...](#)

HIPAA Privacy Notification: This message and accompanying documents are covered by the Electronic Communications Privacy Act, 18 U.S.C. 2510-2521, and contain information intended for the specified individual(s) only. This information is confidential. If you are not the intended recipient or an agent responsible for delivering it to the intended recipient, you are hereby notified that you have received this document in error and that any review, dissemination, copying, or the taking of any action based on the contents of this information is strictly prohibited. If you have received this communication in error, please notify us immediately by e-mail and delete the original message.

John Maher  
Bizimage Marketing | Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



**From:** John Maher bizimage@mac.com   
**Subject:** Re: Bizimage: Caya Talk.pdf  
**Date:** January 22, 2024 at 10:50 AM  
**To:** Walter Murray wmurray@mooremedicalgroup.com  
**Cc:** Angela Maher angela\_maher@mac.com



Ill have Angela revise your Agreement for Site transfer & SEO for \$1549/month.  
This gives us the Site Hosting, Heatmapping and SEO to include monthly blogging, to get your site found in Google as discussed.  
Have a great day!

John Maher  
Bizimage Marketing I Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)



On Jan 22, 2024, at 10:39 AM, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)> wrote:

Hi John - we want to move forward with the CAYA Talk page etc BUT at this time we need to only start with the least expensive option that gives us Hosting & basic SEO. I bel that on your proposal this was \$1549.

Im hoping we can keep our month cost oin CAYA Talk no more than \$1200 per month. Please send me a proposal that outlines what you will be able to do at this price point. V are ready to move forward today

---

**From:** John Maher <[bizimage@mac.com](mailto:john@bizimage@mac.com)>  
**Sent:** Wednesday, January 17, 2024 8:53 AM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Cc:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: Bizimage: Caya Talk.pdf

Your Welcome...

John Maher  
Bizimage Marketing I Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)

<Outlook-gpaq2wyw.png><Outlook-jr0jwnie.tiff>

On Jan 17, 2024, at 8:51 AM, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)> wrote:

ok, so it is a monthly fee. Thanks for clarity

---

**From:** John Maher <[bizimage@mac.com](mailto:john@bizimage@mac.com)>  
**Sent:** Wednesday, January 17, 2024 8:48 AM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Cc:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: Bizimage: Caya Talk.pdf

Negative.... That covers your site development/ transfer and SEO to get you found in Google.

John Maher  
Bizimage Marketing I Strategy & Metrics Specialist

p: 407.235.8250  
e: [john@bizimagemarketingfirm.com](mailto:john@bizimagemarketingfirm.com)  
w: [bizimagemarketing.com](http://bizimagemarketing.com)

<Screen Shot 2023-05-04 at 9.50.21 AM.png><PastedGraphic-1.tiff>

On Jan 17, 2024, at 8:37 AM, Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)> wrote:

One more question John - the \$1549 is a one time transfer fee, right??

---

**From:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Sent:** Tuesday, January 16, 2024 7:48 PM  
**To:** John Maher <[bizimage@mac.com](mailto:john@bizimage@mac.com)>  
**Cc:** Gavi Berman <[gberman@mooremedicalgroup.com](mailto:gberman@mooremedicalgroup.com)>; Mike Spahr <[mispahr@cayahealth.com](mailto:mispahr@cayahealth.com)>  
**Subject:** Re: Bizimage: Caya Talk.pdf

John at this time to manage our cost we will hold off on the AI Bot \$399, AI Lead Generator \$299 and Reputation Manager \$355.

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We will proceed with the Transfer and the hosting fee only. Please revise the proposal and we will get it processed ASAP so we can get the CAYA Talk landing page equipped with multiple patient appointment setting plugins. We will use Calendly unless you have a significantly better tool.

---

**From:** John Maher <[bizimage@mac.com](mailto:john@bizimage@mac.com)>  
**Sent:** Tuesday, January 16, 2024 1:16 PM  
**To:** Walter Murray <[wmurray@mooremedicalgroup.com](mailto:wmurray@mooremedicalgroup.com)>  
**Subject:** Bizimage: Caya Talk.pdf

I was cc'd on it... Here you go...

**From:** Andrew Weitknecht andrew@bizimagemarketing.com  
**Subject:** Fwd: Weight Loss page looks good - few edits  
**Date:** July 2, 2025 at 3:34 PM  
**To:** Angela Maher angela\_maher@mac.com



John asked me to forward this to you from Caya. They want a new page added to the website. Projected labor is 2 hours. Please just let me know how you'd like me to move forward! I wont respond until you give me the thumbs up.

Thank you,

**Andrew Weitknecht**   
Multimedia Specialist



**Bizimage Marketing**  
407.235.4145  
andrew@bizimagemarketing.com  
bizimagemarketing.com

Begin forwarded message:

**From:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Subject:** RE: Weight Loss page looks good - few edits  
**Date:** July 2, 2025 at 3:17:30 PM EDT  
**To:** Andrew Weitknecht <andrew@bizimagemarketing.com>, John Maher <john@bizimagemarketingfirm.com>  
**Cc:** Mike Spahr <mispahr@cayahealth.com>, Joanna Edwards <jedwards@cayahealth.com>, Eric Moore <emoore@mooremedicalgroup.com>

Hi Andrew we need a new page added to our website – see the mockup design for what we need on the like below. If possible we need this up and live by Friday

<https://www.figma.com/proto/PRQuts5tOWcqhBKSizYlj7/Caya-Health?page-id=0%3A1&node-id=1-2&p=f&viewport=757%2C367%2C0.11&t=U8F2Vc8acPWcm15c-1&scaling=scale-down-width&content-scaling=fixed>

---

**From:** Andrew Weitknecht <andrew@bizimagemarketing.com>  
**Sent:** Tuesday, April 8, 2025 7:25 PM  
**To:** Walter Murray <wmurray@mooremedicalgroup.com>  
**Cc:** Mike Spahr <mispahr@cayahealth.com>; Joanna Edwards <jedwards@cayahealth.com>; Eric Moore <emoore@mooremedicalgroup.com>  
**Subject:** Re: Weight Loss page looks good - few edits

Hello Walter,

Those edits were published. If there is anything else needed, just let us know!

<https://www.cayahealth.com/weight-loss>

Thank you,

**Andrew Weitknecht**   
Multimedia Specialist



**Bizimage Marketing**  
[407.235.4145](tel:407.235.4145)  
[andrew@bizimagemarketing.com](mailto:andrew@bizimagemarketing.com)  
[bizimagemarketing.com](http://bizimagemarketing.com)