

Medical Center Website Welcomes Change of Address

Loma Linda, CA – Loma Linda University Medical Center is excited to announce the December 18, 2007, launch of its new and improved website – lomalindahealth.org. This comprehensive website details all facets of Loma Linda University Medical Center and represents a bold step forward in look, feel and service.

Featuring subsections for the Children’s Hospital, Behavioral Medicine Center and East Campus, the sleekly designed site is a one-stop resource for a variety of topics and users. Patients, physicians and those considering treatment at the center will find relevant content at their fingertips.

Created in partnership with Earthbound Media Group (EMG), the site’s intuitive navigation and approach is the result of many hours of observation, analysis and planning.

“After extensive user experience testing, the Medical Center’s existing site was re-architected taking optimal user experience and site functionality into full consideration,” explained EMG SEM and Web Analytics Specialist Jeff Lawrence. “We also designed a fresh user interface and look and feel for each of the site’s main sections and kicked off implementing search engine optimization (SEO) techniques such as assigning search engine friendly URLs to each page.”

The many high-value features of lomalindahealth.org include a Quick Links section that allows users to conveniently find a doctor or send flowers to a patient. News, events and articles about specific conditions and treatments are also available, and because these sections are updated automatically and in real time, users are ensured the most current information.

“We’re thrilled to unveil the visionary lomalindahealth.org site to the public,” said Ruthita J. Fike, Loma Linda University Medical Center Chief Executive Officer. “This new site represents a vastly improved online presence and one that reflects the high level of patient-centered care that Loma Linda University Medical Center provides. It’s also a vital resource for the entire community and is a key marketing tool.”

Starting with an enterprise-level content management system (CMS) created in partnership with Interwoven, lomalindahealth.org also utilizes many exciting technical applications. This partnership with Interwoven is also a sign of many good things to come.

“We are pleased to be working with Loma Linda University Medical Center as they set a new standard in online healthcare information delivery with the launch of their new website,” said Ben Kiker, Chief Marketing Officer of Interwoven. “By providing an

engaging and content-rich online experience, Loma Linda University Medical Center is paving a new path for how healthcare providers communicate with patients, researchers and donors. We look forward to working with them in leveraging their online presence to build on their initial success in spreading awareness for their healthcare programs and services.”

This intuitive simplicity, due in large part to the new CMS, will be important not only to Loma Linda University Medical Center employees but to site users as well.

“The site’s CMS and navigation are particularly impressive,” explained Richard Hergert, Loma Linda University Medical Center Chief Information Officer. “Features like a robust search application, physician directory and user-friendly content organization give users what they are looking for almost instantly. Making information easily accessible was one of our main goals, and I’m confident that we’ve succeeded.”

Web analytics and search progress will also play an important role in the site. For example, a customized Google Analytics package coupled with Omniture’s Site Catalyst allows EMG to continually monitor and analyze site users’ behavior and respond accordingly. EMG’s integration of Baynote also provides content guides and custom search integration in conjunction with Google Mini.

Loma Linda University Medical Center is proud to unveil this exciting new evolution in online healthcare marketing and content delivery and management. Ultimately, lomalindahealth.org promises to provide a wealth of information and open many doors for prospective patients while serving the medical center’s physician and staff community.