

Web Site Design

ThedaCare Center for Healthcare Value

Challenge: To create awareness of the newly-established ThedaCare Center for Healthcare Value through the creation and promotion of the Center's Web site, www.createhealthcarevalue.com.

Target: Healthcare providers and purchasers, including direct consumers, healthcare systems, quality organizations, like-minded businesses, local, state and federal governments.

Solution: The ThedaCare Center for Healthcare Value was created in 2008 by ThedaCare president/CEO emeritus John Toussaint, MD. The Center is working to create a healthcare marketplace that rewards providers for delivering value measured in terms of highest quality care at the lowest cost. Dr. Toussaint enlisted Bottom Line's help in launching the Center and its Web site after having worked with us for nearly ten years while at ThedaCare. Initially, Bottom Line worked with Dr. Toussaint to develop his vision for the look and feel of the Web site, as well as the site's functionality and blog content.

With Dr. Toussaint's input, we identified the site's key categories and pages, created a site outline, wrote all of the content and organized photos. One of the project's biggest challenges was synthesizing a complex topic like healthcare value into short, succinct Web copy. Bottom Line also consulted with Dr. Toussaint and the Web developer to create the site design.

The goal of the site was to keep it interactive and to allow plenty of room for growth. For example, it was important to Dr. Toussaint to incorporate a password-protected member services area of the site where visitors can create an account and pay for products and services. While this feature wasn't active when the site launched, the Center plans to make it live in 2010. The site also features a content management portion so that Center staff can update certain sections of the site as needed, including Dr. Toussaint's blog.

After the site launched, Bottom Line utilized email campaigns and partnerships with other LEAN healthcare bloggers and the Healthcare Value Leaders Network to drive traffic to the site.

Outcome: Today, the Center's Web site is viewed by healthcare CEOs as one of the top sites to visit for information about healthcare value and quality. In addition, with coaching from Bottom Line, Dr. Touissant has become an active blogger, regularly incorporating photos and video clips in his posts.

Bottom Line regularly monitors the Center's Web site's statistics. In early 2009, the site was averaging 69 visitors per day. By 2010, the average number of visitors per day was 275, indicating that the site's popularity grew four times in less than a year. In addition, the number of daily RSS feeds for the blog and for the site has increased more than 250 percent since the site launched in November 2008.