



C R E D I T · V A L L E Y
THE CREDIT VALLEY HOSPITAL

Credit Valley Launches New and Improved Web Site

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(Mississauga, ON) The Credit Valley Hospital unveiled its new and improved hospital website today complete with interactive directional maps, podcasts and video shorts. In introducing the new site, hospital president and CEO, Wayne Fyffe told the audience that the website is a window to Credit Valley and its philosophy of “healing and hope.”

He said, “We want the information we share via the web to focus on health and wellness. We want it to be timely and available in a variety of formats, which includes the latest in web technology. And we want it to meet the defined needs of our patients and families.”

The hospital surveyed web users last fall for their opinions on the existing site as well as feedback on what they would like to see in the future. The large majority of respondents defined themselves as patients and families from Credit Valley. Some of the respondents were invited to attend a subsequent focus group where they were offered the opportunity to preview innovative new technologies for the new website. The group provided feedback to help the hospital focus on patient and family priorities for the web.

The survey showed that over 60% of the time, patients and families visited the web to get directions to the hospital and the various departments or services. As a result, the hospital’s new website features sophisticated interactive directional maps that provide visual cues, photographs and detailed directions from the hospital entrances, through to every patient department.

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Health and wellness information topped the list of what patients and families want from the website. Making that information available in new formats was also high on their agenda. The web development team responded with a new series of health and wellness audio podcasts they're calling **Credit Valley Health Qs** (*What's Your Health Question?*) that can be downloaded from the web and onto individual iPods. The podcast series will be registered with Apple iTunes which makes them searchable from anywhere in the world and also offers a subscription option notifying subscribers when Credit Valley releases a new podcast.

Video shorts demonstrating radiation treatment, preparation for surgery, proper handwashing technique and even a musical tribute to the community's diversity performed by a multifaith choir are just a click away in either flash or QuickTime video formats.

Fyffe reminds surfers that, "Credit Valley's new website will always be a work in progress. We'll be making improvements and uploading new content daily."

To assist them in their journey, Credit Valley is surveying users again to see what they like about the new site and to encourage suggestions for more user options.

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