



# POINT ALLIANCE

TORONTO, CANADA T: 416.943.0001 WWW.POINTALLIANCE.COM

# OHA

## ONTARIO HOSPITAL ASSOCIATION WEB SITE



### COMPANY INFORMATION:

Since its inception in 1924, the Ontario Hospital Association (OHA) has influenced and helped shape health care policy in Ontario, leading the way through changes, innovations, challenges and opportunities.

Representing 159 public hospitals, they assume a leadership role safeguarding patients and ensuring a results-oriented system through services delivered by their members.

### STATISTICS

- 159 hospital members and 225 associates and affiliate members
- Over 500,000 web site visitors in 2004

### THE BUSINESS ISSUE

The Ontario Hospital Association wanted to give their web site a fresh new look and feel to be consistent with their recent re-branding effort. Since its original inception the web site had become a key communication tool used by the OHA to distribute information to its members. The existing web site had been launched in 1998 and was being driven by over 80 Lotus Notes databases (a combination of public information and member's only data). The web site was becoming increasingly difficult to administer and maintain as there was not any centralized content management, design control, or security.

### THE SOLUTION

Point Alliance worked with the Ontario Hospital Association to implement the new web site design and centralize the web content using Point Alliance's Launch Pad for Web (LP4W) product. By using LP4W, Point Alliance was able to greatly reduce the time and cost involved in completing this project. The Ontario Hospital Association is also now able to complete a future re-branding effort in significantly less time and effort because of the new solution architecture.

### THE OUTCOME

www.oha.com is the new Ontario Hospital Association web site. Launched in conjunction with the OHA's annual convention & exhibition the web site received rave reviews from their membership. The web site now has a consistent look and feel throughout and is easy and intuitive to navigate.

The over 80 databases containing web site content has been reduced to five. This has played a major role in simplifying the site security being used for the member's only information. Integration with other back-end systems has also been streamlined to eliminate data duplication and improve data accuracy.

**“ Point Alliance has delivered an extremely flexible and dynamic solution that has greatly simplified our web site content management at the OHA. They were on time, on budget and a pleasure to work with.”**

**JULIE A. GIRALDI**  
 Director, Human Resources & Information Technology  
 ONTARIO HOSPITAL ASSOCIATION

