



## Too much website maintenance, not enough time? Learn how Launch Pad for Web can simplify your work!

*"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. Girdali  
Chief Human Resources and Information Technology Officer  
ONTARIO HOSPITAL ASSOCIATION



## Our Solution

### Web Content Management using LP4W

Point Alliance worked with the OHA 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 meet all of the OHA's website requirements and greatly reduce the time and cost involved in completing the project.

### Here are some of the key components of the solution provided to OHA:

- Content migration**  
 Using LP4W allowed the OHA to seamlessly migrate content from their old legacy system to their new environment. Information that was once housed in many separate databases has now been reduced to a fraction of the size. This content compilation will allow the OHA to save both time and resources by its ability to manage much of its content through a single application.
- Security**  
 LP4W's organized design allowed OHA to regain control of their growing collection of information. Back-end systems have been securely integrated to ensure the accuracy of data. The OHA can now be confident that sensitive content such as personal membership information will remain accessible yet secure.
- Content management**  
 Since the OHA uses their website as a primary method to share information, it was important for them to be able to manage their online content in a time efficient manner. LP4W's simplified maintenance process not only allows the OHA to complete this task quickly and easily but also provides them with the proper tools to execute any re-branding efforts they may have in the future in significantly less time and effort.

## Opportunity

The Ontario Hospital Association (OHA) 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 was being driven by over 80 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.

## Client Snapshot

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 annual web site visitors

To learn more about our valued client, please visit their web site at:  
[www.oha.com](http://www.oha.com)



## 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 eighty databases containing web site content has been reduced to five. This has played a major role in simplifying the site security being used for membership information. Integration with other back-end systems has also been streamlined to eliminate data duplication and improve data accuracy.



## About Us

Point Alliance is a premiere Information Technology services and consulting provider, specializing in innovative collaborative, web and wireless solutions. Point Alliance delivers a competitive advantage by being able to tailor flexible solutions to meet specific customer needs. Our approach is to architect solutions that build on clients' existing investments in technology.

Point Alliance offers strategy, design, application development, systems integration, and support services to a wide variety of high profile clients. Our firm has a solid track record of successful engagements and offers an unparalleled level of service to a loyal client base.

## About Launch Pad for Web

Whether you are looking to re-brand your existing site or build a new one, Launch Pad for Web (LP4W) is the powerhouse solution that you've been looking for. LP4W is a user-friendly, customizable, and scalable web content management solution that you can count on to efficiently create, deploy, and manage your web or intranet sites. And, did we mention that LP4W is fast, reliable, and cost effective?

### What can LP4W do for your Business?

- Ensures rapid delivery of content through an efficient and intelligent workflow/approval system
- Provides content management, including versioning and archiving of content
- Empowers business users to contribute content, while minimizing IT's involvement
- Able to integrate with your current infrastructure
- Ensures site and brand consistency through the use of a central image repository
- Provides fast, accurate and rich search results
- Allows you to keep content fresh and the publishing process simple
- Dramatically reduces the time and cost involved in building, maintaining, and re-branding

## Features

- Dashboard
- Search
- Taxonomy
- Flexible workflow
- Resource management
- Versioning and archiving
- Logging, auditing, and analytics
- Forms and surveys
- Memberships and subscriptions
- Search engine optimization (SEO)
- Administration
- Content management