



netCareSite is a turn-key solution for hospitals to effectively leverage the Web as a marketing channel to reach and communicate with patients and the community.

Equipped with a premier Content Management System, netCareSite gives hospitals the flexibility they need to connect with the community. netCareSite is tightly integrated with the evidence-based *Health Library* from EBSCO Publishing – a must-have for increasing the community's health awareness and improving healthcare quality. netCareSite includes a variety of functional modules that allows patients and visitors to interact with hospital staff and healthcare professionals.

## Web Site Customization

netCareSite is packaged with highly flexible user-customization tools. Hospitals can create their own unique Web site without the cost of custom design or complicated and expensive software programs.

- A series of professional, aesthetically pleasing layouts that reflect the best practices in Web design and Web site usability
- A large collection of expert-defined color schemes
- Instant preview using different layouts and color schemes
- Control custom content and graphics:
  - Upload logos, backgrounds, photos, and documents
  - Create banners, images, and Flash animations
  - Update primary and secondary navigation
  - Format pages

- 100% browser-based interface means admin users are not restricted to particular computers
- No need for any programming or HTML knowledge. You can simply copy and paste from a word processor such as Microsoft Word
- Preview pages before publishing
- XML-based content architecture allows the hospital to update the look and feel of the Web site without manually migrating the content

## Health Information

netCareSite integrates with EBSCO's *Health Library* to provide health information to Web site visitors.

- Evidence-based health information
- Written and independently reviewed by healthcare experts; accredited by URAC
- Fully integrated with the Web site under the same layout structure and the same Web site address
- Daily rotating content to provide fresh information to Web site visitors
- Web site visitors can quickly find relevant information using the search tool
- Links to the articles in the *Health Library* can be easily embedded in pages created by the hospitals

## Functional Modules

### Physician Directory

Web site visitors can easily find a doctor that meets their criteria.

- Search by physician specialty or name
- Each physician may have multiple locations
- Links to map and directions
- Optional link to appointment request
- Physician detail page provides visitors with in-depth physician information, including optional photo and customizable fields
- Physician info can be managed by hospital staff from a browser-based interface

### Event Calendar

The calendar module helps hospitals promote events, seminars and classes to the community.

- Navigable monthly calendar
- Web site visitors can browse events by month, week or day
- Web site visitors can view event details
- Events can be managed by hospital staff from a browser-based interface

### Recruitment Center

The recruitment module allows hospitals to harness the power of the Internet to recruit quality people.

- Potential applicants can search or browse job postings
- Job detail page with in-depth information about the job
- Customizable online job application
- Upload your own PDF job application form
- Job applications can be sent to designated email addresses
- Job applications can be exported to spreadsheet
- Job listings can be managed by hospital staff from a browser-based interface

### Online Bill Pay

The online bill payment module adds flexibility for patients when it comes to paying their hospital bills. They can make payments online at a location and time that is convenient for them.

- Payment is accepted through 128-bit SSL secure server
- Credit card encryption technology to ensure secure transmission of credit card information
- Customizable payment form
- May be integrated with 3rd party payment solutions

### Online Donation

Online donation opens a new fund raising channel for hospitals. Web site visitors can make a donation using their credit cards.

- Credit card information is collected through 128-bit SSL secure server
- Credit card encryption technology to ensure secure transmission of credit card information
- Customizable donation form

### Web Nursery

Web nursery is a place where friends and family can take a first look at the newborns.

- Stores and displays a gallery of photos for each newborn
- Digital photos can be uploaded through a browser-based interface. Photos are automatically resized for the photo gallery
- Newborn detail page with customizable fields
- Newborn listings can be managed by hospital staff from a browser-based interface

### Appointment Request

Appointment request module facilitates the communication between patients and healthcare professionals. Patients can request appointments securely at the Web site.

- Appointment request form with customizable fields
- 128-bit SSL secure server to protect patient privacy
- The request can be sent to a central facility or to a specific doctor's office

### Online Gift Shop and E-Card

Using this module, friends and family can send gifts or greeting cards to patients online.

- Purchases can be made through 128-bit SSL secure server using credit cards
- Friends and family can select the greeting card style and enter their own greetings
- Gift shop items and greeting cards can be managed by hospital staff from a browser-based interface

### Online Form/Survey Builder

Online form/survey builder allows hospitals to quickly launch online surveys or marketing campaigns that require collecting Web site visitor information.

- Powerful form/survey creation and administration tools
- Unlimited number of questions
- Single-page or multiple-page form/survey
- Specify start and end date
- Extensive reporting capabilities
- Download survey data to spreadsheet

## Hosting and Support

netCareSite Web portals are hosted on servers located in secure, industrial strength data centers. Servers are monitored 24/7 to ensure fast speed and maximum uptime.

- Multiple fiber-optic connections to Internet backbone
- On-site generator backup
- 24/7 facility security and monitoring
- State-of-the-art hosting environment

NetLiance provides fast and responsive support to netCareSite clients.

- Initial telephone training session to give you a quick start
- Live telephone support during business hours
- Online help documentation

**For more information, please contact your EBSCO Publishing Representative at (800) 653-2726  
or via email at [information@epnet.com](mailto:information@epnet.com).**