CASE STUDY: THE ALLIANCE FOR HEALTH REFORM

INDUSTRY: Non-Profit Organization
DEVELOPMENT MODULES: Multi-User Administration, Briefing/Event Registration, Expert and Reporter Registration, Find-An-Expert Search Tools, Email Module, Custom Statistics, Custom Reporting Tools

PROFILE:

A non-partisan nonprofit group, the Alliance for Health Reform (the Alliance) believes that everyone in the U.S. should have health coverage at a reasonable cost. The organization was formed to help journalists, elected officials and other opinion shapers understand the nation's health issues and the trade-offs posed by reform proposals. Senator Jay Rockefeller of West Virginia, a national leader in health policy, chairs the Alliance's board of directors and Senator Bill Frist of Tennessee, GOP leader and a heart and lung transplant surgeon, serves as the vice chairman.

CHALLENGES:

The Alliance looked to develop an online database of health experts which registered reporters could easily access. The health expert registration required numerous pages of information be collected along with the ability to store and search through this information quickly and without confusion. In addition to the expert and reporter registration, the Alliance also required a dynamic, web-based approach for their scheduled health briefings, including dynamic website content, email announcements and reports.

THE SOLUTION:

Cyberonyx was able to develop an online expert registration system for the Alliance quickly and affordably. By utilizing powerful web utilities, experts can register and be accepted through an online administrative approval policy. Reporters may also register and once accepted, can easily sort and search through hundreds of health experts in order to pinpoint those with the exact requirements they seek.

We also developed an easy to use web-based editor that allows administrators to create briefing events for display on the public website. Once created, administrators may chose to send briefing announcements and reminders via their admin control center to those who have chosen to register for their email alert system. A very useful feature of the Alliance's briefing registration is the "One-Click" system for signing up. Once an email has been issued to the email alert recipients notifying them of an upcoming briefing, they may simply click on a specialized link within their email that automatically signs them up for the briefing. Administrators may monitor their briefing registration and close registration when full and are also able to generate custom reports based on those who have signed up.

THE RESULTS:

The Alliance has gained a great amount of time and productivity through their new online administration center. Staff may locate expert information quickly, while the Find-An-Expert system also provides a valuable tool for reporters to locate specific health experts easily and reliably. The Alliance has also streamlined it's email alerts system, which was originally based on an out-of-date Access database and now has a system which allows users to sign up for briefings with one click of their mouse. Registration for these events has never been higher and maintaining up to date information on registrants has never been easier. Finally, the Alliance has saved money by no longer requiring an outsourced web editing contractor. They are now able to do this in house, with staff who do not need to know HTML coding.