CASE STUDY: PASO DEL NORTE HEALTH FOUNDATION

INDUSTRY: Private Foundation
DEVELOPMENT MODULES: Website Content Management Tool, Multi-Level User Administration, Document Management System, Custom Reporting Tools, Online Subscription to Annual Report, Comprehensive Search Feature

PROFILE:

El Paso, Texas and its sister city of Ciudad Juarez, Mexico represent the largest urban border community in the world. The combined 2.2 million inhabitants live in a larger region known as the Paso del Norte or Pass to the North. It is a unique place where high rates of unemployment and poverty translate into poor health. Understanding the regional health issues and creating large prevention and education programs is how the Paso del Norte Health Foundation is working to improve health along this unique portion of the US-Mexico border. Encouraging the mostly Hispanic population to adopt healthy behaviors like physical activity and good nutrition represents a portion of our work, while organizational capacity building and preventing disease, injury and teen pregnancy complete their effort.

CHALLENGES:

The Paso del Norte Health Foundation looked to redesign their public website in order to create a tool that is consistent in format, accurate in content, easy to navigate, and dynamic in nature. The Foundation desired an Internet public website for the purpose of communicating program and other Foundation information to grantees, the general public, and other Foundations.

Foremost, the site would showcase programs, serve as a source for obtaining print material about the Foundation (i.e. .PDF documents), and be a point of contact for potential grantees to learn about the Foundation's mission and grant making protocol. The site must also provide information about staff, schedule of events, and current topics.

The site would also make use of a culturally and regionally responsive interface, be in both English and Spanish, and allow a novice end-user to easily navigate the site.

In order to easily manage the content of the website, the Foundation looked to create an intuitive and sophisticated content management system in which their entire staff, individually, could enter program-related data, topics, events, news, file downloads and more for public dissemination. To create a user-friendly content management tool that encourages all staff was critical. The content management tool had to be extremely easy to use and allow staff members to edit, modify, and maintain content without knowledge of HTML coding.

In addition, this content management tool had to have a validation process in which the staff would submit changes, undergo a Webmaster review process, and ultimately be published to the live website.

Other requirements included administrative tools to monitor and assess information such as logins, usage statistics, content update audit trails, and other backend management tasks.

Finally, it was important to develop the new website inside a platform in which more functionality and new features could be easily added, for the Foundation's desire to always expand their web presence in the future.

THE SOLUTION:

After extensive meetings and communication with the Paso del Norte Health Foundation staff, Rush Technologies was able to design an intuitive interface and website structure that achieved all public website goals. Our designers designed a look and feel for the site that truly reflects the El Paso culture and region as well.

Rush Technologies developed a sophisticated and easy to use backend Website Control Center in which the entire staff can individually modify content on specified areas of the site (such as Initiatives, Topics, Events, and News Items) without any programming or HTML knowledge. After logging into the Control Center, users can select a section of the public website and then add, modify, or delete items within that section. In addition, the staff can modify the body text of these items in a MS Word-type editor in which they can change the formatting of the text including adding hyperlinks. The WebGen editor forces the format to never fall outside the website look and feel in order to ensure page continuity.

All content modifications go through a webmaster validation and review process before a Webmaster publishes the changes to the live website.

Rush Technologies created a document management system in the Control Center that allows staff to submit documents for downloading on the public site and associate those documents to their Initiative so that they may appear inside that initiative's section on the public website.

For Control Center Admin users (Webmasters), we created a set of auditing tools that track all changes to each section, including a section in which Webmasters can view items waiting for review.

THE RESULTS:

The Foundation's public website has seen a dramatic increase in traffic since the launch of the website. The entire staff participates in updating the content site; therefore the website reflects the personality of the entire foundation and always has a fresh and dynamic feel. The website has become a valuable set of tools and information source for the general public, grantees, and other foundations.

The functionality of the website is always changing. To add a new feature is very easy due to the development platform. Currently, Rush Technologies is developing a whole new set of features including an online newsletter subscription system, a FAQ section, and a dynamic contact us section. Future plans for the website include an extranet for the Foundation's grantees and partners.

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.

CASE STUDY: THE DEPARTMENT OF ENERGY – OFFICE OF ENVIRONMENTAL MANAGEMENT

INDUSTRY: Government
DEVELOPMENT MODULES: Multi-User Administration, Risk Assessment Analysis and Tracking, Custom Reporting Tools

PROFILE:

In 1989, the Department of Energy created the Office of Environmental Management (EM) to mitigate the risks and hazards posed by the legacy of nuclear weapons production and research. Although the nation continues to maintain an arsenal of nuclear weapons, as well as some production capability, the United States has embarked on new missions. The most ambitious and far ranging of these missions is dealing with the environmental legacy of the Cold War. Like most industrial and manufacturing operations, the nuclear complex has generated waste, pollution, and contamination. However, many problems posed by its operations are unique. They include unprecedented amounts of contaminated waste, water, and soil, and a vast number of contaminated structures that will remain radioactive for thousands of years.

CHALLENGES:

The DOE was mandated to create a full functioning web-based risk analysis program within a span of 3 weeks upon their initial notification. The existing compiled, client-server application was hard to manage or upgrade, and often failed due to numerous errors and bugs. They required a *very* quick turn around on a high profile program that needed to run securely and error free.

THE SOLUTION:

From the time Cyber-Rush Development (A Cyberonyx/Rush Technologies Partnership) was awarded the contract, our team of project managers and developers had 16 days in which to do a proper analysis of the existing program's strengths and weaknesses, architect and develop the program and thoroughly test it for launch. This was achieved within 12 days using web-based technologies. The previous compiled application had taken months of development time.

THE RESULTS:

EM continues to be impressed with the speed to market and quality programming that Cyber-Rush offers. The new system runs without errors and continues to be updated with new features. They are currently in the process of re-examining more of their compiled programs for migration into web applications.

CASE STUDY: HCFS INCORPORATED

INDUSTRY: Healthcare
DEVELOPMENT MODULES: Multi-User Administration, Custom Reporting Tools

PROFILE:

HCFS Incorporated's (HCFS) primary business is to assist medical provider clients by attempting to qualify low income and uninsured patients for third party payor programs such as commercial insurance, or federal, state, and county entitlement providers. HCFS provides hospitals with eligibility, third-party denial and collections services and has handled more than a million patient files and more than $2 billion in discharge balances.

CHALLENGES:

HCFS had an existing web application that was in need of upgrading. After Cyber-Rush Development (A Cyberonyx/Rush Technologies Partnership) created a new corporate website, they asked us to update the design and develop a new reporting tool for their clients. Their existing Crystal Reports based reporting system was not very user friendly, upgradeable or reliable for their growing customer base.

THE SOLUTION:

Cyber-Rush worked closely with HCFS's management team to in order to develop an easy to use, intuitive report building web-based application. By examining the process taken to create a specific report, we developed a user-friendly wizard-type system that allows users to easily select from many report options in easy to follow steps and view the results in either print, HTML, Excel or XML formats. The steps used to create the reports are saved and may be modified according to the user's requirements.

THE RESULTS:

The new reporting system allows HCFS's customers to quickly run reports and export them in numerous formats for their company's records. The reports effectively inventory all of their patient accounts and monitor the status of payments and account closures. This reporting feature has become a very valuable tool and selling point for HCFS and has led to many new business leads and customers. The reporting system also allows HCFS to keep their account managers continuously updated, so that deadlines are not missed and required follow up data is collected in a timely manner.