The Future of Health Care
Promotions: The Web

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The World Wide Web

• Currently 147 million users
• Becoming more and more prominent
  – access practically anywhere
• Computers becoming integrated
  – one large network
  – instant access
  – software
Health Care Promotion

- Web market
  - simple
  - inexpensive
- User-friendly
- Gets message out
  - draws interested people
  - comprehensive look
• Local Health Care provider
• 8 primary care and 4 specialty care locations
• Recently formed
• Heavily promoting name
What TransSouth wants

Local presence
- Wants potential patients to know who and what they are

Globally
- used for recruitment for other doctors
Construction

• Microsoft FrontPage 98
  – ease of use for other users

• Graphics
  – Paint Shop Pro 4.12
  – Corel Photo-Paint 6
  – Microsoft Picture It! 2.0
• Management
  – Navigation view
  – Folders view
  – Hyperlink view
• FrontPage Editor
  – Normal
  – HTML
  – Preview

• Supports
  – Dynamic HTML
  – Java™ applet, ActiveX™ controls, and browser plug-in support
  – Cascading Style Sheets
There is a new name for Health Care in West Tennessee

We want to make visiting TransSouth Health Care convenient for you and your entire family. We hope this guide will help you locate our facilities and familiarize you with our doctors before you visit.

TransSouth Health Care is a multi-specialty group that brings together eight primary care and four specialty care locations together to help serve you.

TransSouth Health Care is a professional association of physicians devoted to the private group

http://www.transsouth.com/location/index.htm
Attributes for the Site

- Uniform look
  - Style Sheets
- Easy navigation
  - potential audience
- Fast Loading
Problems Encountered

• FrontPage Web Server
  – Web Publisher
• Help from TransSouth
  – information
  – pictures
• DNS problem
Future Enhancements

- Pictures
  - digitally enhanced
- Java scripting
  - Navigation buttons
The End