



Media Release

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Portage Health Unveils Redesigned Website *Redesign Includes Health Newsletter, Quick Search, Patient E-mailer*

HANCOCK—When Portage Health unveiled its redesigned web site, users of the site were introduced to convenient and useful features that offer a warmer, friendlier feel.

"Portage is working hard to meet the needs of our web site visitors, and one way we can do this is by making it easier for them to find information about the services we offer," said Steve Thayer, a Portage Health marketing communications specialist who serves as web master. "The redesigned web site has a more personalized look and is easier to navigate and use."

The web site redesign work has been accomplished by opusWeb.com of Houghton, who has handled all of Portage Health's Web development since 2001.

The redesigned web site—portagehealth.org—incorporates several new features. One powerful feature is the physician quick search, which can be found on the site's main page. "The physician quick search will make it easier for patients to find the

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proper doctor to fit their needs, whether it be a family practice physician or a specialist, such as an internist, an oncologist or a urologist," Thayer said.

Visitors to the Portage Health web site will also have an opportunity to subscribe to a newly created e-newsletter. "The free e-newsletter will provide timely health and wellness tips through short articles, as well as information about health and wellness education opportunities at Portage," Thayer explained. "We hope that those who subscribe to the newsletter will let us know what kinds of information is useful to them, so we can tailor the articles and tips to suit their needs." Instructions for subscribing to the newsletter are available on the website.

An additional feature is the Patient E-mailer, which allows friends or family members of those who have been admitted as inpatients to send get well greetings electronically. Patients will not be able to respond to messages received through the Patient E-mailer feature, however.

Portage Health, a nonprofit, community owned and operated health care provider, operates Portage Hospital, Portage Medical Group in Hancock and Houghton, and a wide range of other programs and support services for patients in the western Upper Peninsula.

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