

# PRESS RELEASE

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## **opusWeb.com and CCMHSI Launch WesternUPinfo.com**

Houghton, Michigan (July, 21 2003) – opusWeb.com and Copper Country Mental Health Services Institute (CCMHSI) today have announced the launch of WesternUPinfo.com. This is a Web site dedicated to improving the ease and accessibility of service information through community linkages, as well as to provide an enhanced coordinated system of care through increasing the resource knowledge of service providers in Baraga, Gogebic, Houghton, Keweenaw and Ontonagon Counties.

Agencies and their staff often talk about the need for resource directories - in order to have up-to-date and accurate information available at their fingertips for service provision. As everyone knows, the minute a resource directory is published, it becomes out-dated due to changes.

“It was extremely critical from the start that this Web site be designed so that after the completion, we could maintain the data aspect of it here internally. This way any changes to the online directory can literally be made within minutes to any of the directory areas on the site,” said Jamie Nara, project manger with CCMHSI.

“We hope that agencies that are listed will contact us immediately if there is a change or additional information to be included so the site will remain current, useful, and up-to-date,” Nara added.

“We’ve been working with CCMHSI throughout the past year to develop this Web site and perfecting it to their needs while maintaining a very simplistic approach to delivering information to those who access the site,” said Jeffery Primeau, co-founder and director of marketing/communications at opusWeb.com.

“The whole scope of this project was to deliver the information in a format that would facilitate both clean design aesthetics while maintaining a method of updated content and simple navigation and information delivery. Accomplishing all of that will increase the productivity in maintaining the Web site on their end while keeping their long-term costs for this site at a very manageable level,” Primeau added.

In addition, with the advent of the Western Upper Peninsula Community Partnership for Older Adults, Gogebic County was added as a fifth area of service coverage to enable a resource directory for the entire Western Upper Peninsula region.

WesternUPinfo.com is funded in part by the Michigan Department of Mental Health's Long-Term Care Initiative, developed by the Copper Country Mental Health Services Institute, and is a project of the Copper Country Long-Term Care Initiative and Western Upper Peninsula Community Partnership for Older Adults.

Founded in 1996, opusWeb.com leverages Web development strategies to help companies and organizations approach and maintain their viability on the Web. The firm delivers a host of Web-based solutions including strategy, design, programming and agency-side assistance. opusWeb.com is a partnered firm by Jeffery Primeau of Calumet, and Heath Sundstrom of Hancock, and is headquartered at 314 Shelden Avenue in Houghton. Some recent Web projects include: BHK Child Development Board, Copper Country Focus on the First Five, Hitch, Inc., Keweenaw Home Nursing & Hospice, Portage Health System, Surplus Outlet and RE/MAX Douglass Real Estate.

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