



## Missouri Hospital Association

### EMC Global Services helps hospital association create a comprehensive and easy-to-use health information portal

The mission of the Missouri Hospital Association (MHA) is to create an environment that enables member hospitals and healthcare systems to improve the health of their patients and communities. Since its creation in 1922, the not-for-profit membership association has grown from 50 to over 140 affiliates, with every acute-care hospital in the state as well as most of the federal and state hospitals and rehabilitation and psychiatric care facilities now represented. In addition to representation and advocacy on behalf of its membership, the association offers continuing education programs on current healthcare topics and seeks to educate the public and legislative representatives about healthcare issues.

MHA had previously created a public website for Missourians called *Focus on Hospitals* ([focusonhospitals.com](http://focusonhospitals.com)). However, the site was limited in scope and had become outdated. MHA made plans to create a new and improved website that provided more information, functionality, and ease of use.

To carry out its plans, the organization wanted to work with a vendor that had the skills and expertise to manage the data-driven components of the site. MHA sent a request for proposal to several firms with experience in the healthcare industry. After a competitive evaluation, MHA selected EMC® Global Services because of its expertise in information architecture and user experience design. In addition, EMC Global Services' knowledgeable and experienced staff had already successfully designed a website for the Hospital and Healthsystem Association of Pennsylvania ([www.haponline.org](http://www.haponline.org)).

"EMC really understood our needs," says Lori Bruce, director of Communications/Internet Services. "Their focus on user experience enabled them to quickly turn our ideas into the design we had envisioned."

#### **Comprehensive health information and improved usability**

Experts in structuring information to make it easier to locate, the EMC Global Services information architects specialize in understanding the problems that people face when looking for information, and then they find ways to solve those issues. Using this expertise, the EMC Global Services team designed the new *Focus on Hospitals* website, incorporating technology from ASP.NET, Microsoft SQL Server 2005, Boost (an EMC code-generation tool), a DotNetNuke content management system, and Google web analytics.

---

---

The new website now gives users online access to comprehensive health information to help them make more-informed decisions about their care. Information is presented in a clear and easily readable format, and users can easily navigate through the site without having to scroll and page through search results and reports. New printing functionality eliminates the need to use browser-based page printing to see a printed copy of the data, and enables users to obtain site information in an easily readable format.

“We’re thrilled with the new site. EMC was able to incorporate all of our requirements and their proactive suggestions dramatically improved our *Focus on Hospitals* website.”

Lori Bruce, Director of Communications/Internet Services

### A valuable resource

Today, the new website provides a wide range of resources and tools to users including U.S. Department of Health and Human Services (HHS) reports, a treatment cost estimator, a hospital search and comparison function, and a comprehensive resources section.

Reports from HHS enable users to review data about the quality of care in Missouri’s hospitals, learn about preventable hospitalizations, find out about the investments hospitals provide to their communities, and explain hospital charges. The EMC Global Services team redesigned the existing reporting function, dramatically improving readability, enhancing the way information is displayed, significantly reducing scrolling and paging, and adding a printing function.

The new treatment cost estimator is an interactive application that enables users to research the estimated out-of-pocket costs they would pay for medical care after considering insurance coverage for office visits, surgery, and prescriptions. These cost estimates are obtained by passing user-entered information from the *Focus on Hospitals* site to a Web-based application provided by Ingenix, a health information technology company. The EMC Global Services team created a database system to maintain login usage so that MHA can validate costs incurred from Ingenix.

Through the EMC Global Service team’s creation of a dynamic search function, hospital statistics can now be easily researched. Using a ZIP code database, users can quickly search for and compare hospitals in their area, for example, by hospital, city, region, or even state-wide.

Helpful information and links are provided in a comprehensive resources section so that users can obtain more information about their healthcare. The resources section also serves as a valuable guide for users in learning more about quality, patient safety, and making informed medical decisions.

“We’re thrilled with the new site,” says Bruce. “EMC was able to incorporate all of our requirements and their proactive suggestions dramatically improved our *Focus on Hospitals* website.”



EMC Corporation  
Hopkinton  
Massachusetts  
01748-9103  
1-508-435-1000  
In North America 1-866-464-7381

EMC<sup>2</sup>, EMC, and where information lives are registered trademarks of EMC Corporation. All other trademarks used herein are the property of their respective owners.

© Copyright 2007 EMC Corporation. All rights reserved. Published in the USA. 8/07

Customer Profile  
H2930