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## n-tara interactive sets the standard for US Hospital Websites

n-tara interactive, a full-service interactive agency that delivers online strategies and sales enablement solutions, was recently notified that its client Wellmont Health System was recognized as having the “best hospital system website in the United States” in a study by the Indiana University/Purdue University Indianapolis (IUPUI) School of Informatics. The Wellmont Health System website, designed, developed and maintained by n-tara interactive, was lauded by an independent group of researchers from IUPUI led by Dr. Edgar Huang, PhD from the School of Informatics.

This extensive study analyzed over 2,150 U.S. hospital systems’ websites and stated “Wellmont Health System has set a model for the nation” and suggested that “many hospitals can learn from Wellmont ... for new ROI measurement technologies.” Dr. Huang’s group praised the simple, clean and professional experience, while recognizing the underlying technological sophistication. The researchers acknowledged not only the quality of the content, but also the subtle details such as a Flash intro that plays only on the first visit to the website and provides a play button on successive visits.

The Wellmont website was selected as a model website by multiple researchers based on these criteria:

- Best practices for hospital websites
- Effectiveness of Web 2.0 technologies
- Engagement of target audiences (patient & healthcare professional)
- Visible strategy to gain more patients

n-tara interactive CEO Ralph O’Dell said he was pleased to learn that Wellmont’s website was recognized as the top in the country. “We see this as objective support of our integrated website development process that integrates rigorous strategy, world-class creative and the latest technology. After 10 years of experience building award winning online experiences, frankly, this is what we expect and our customers demand.” O’Dell said.

### **About n-tara interactive**

n-tara interactive is a full-service interactive agency that leverages insightful marketing strategy, exceptional creative design, and leading edge technology to create innovative, performance-driven brand experiences. Specializing in web site development, online marketing and sales enablement, n-tara interactive designs unique solutions that solve the communication challenges of marketing and sales organizations.

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