



## CASE STUDY: St. Joseph Hospital: Website Redesign



### CHALLENGE

St. Joe's Toronto is a major urban hospital who's focus is on community integration to provide superior care. Part of this mission is achieved through online communications such as email and web. However, the website was hosted using a custom content management system. This system was very limited in it's ability to facilitate the receipt of donations, integrate with online job postings, track charity events and others. This platform was hindering St. Joe's from realizing their online potential.

### SOLUTION

JIG developed an "open" content management system for St. Joe's. This included the development of around 100 pages delivered on time and on budget. The site features job postings, donation facilities, media releases and newsletters. As well, it's open architecture would allow for integrations into other sites. All content is maintained by staff at St. Joseph's Healthcare Centre and hosted in a much more cost effective facility.

### RESULTS

Jig successfully created a professional online that was able to engage the community allowing St. Joe's to provide higher quality care.

In addition in the technology allowed the facility to provide more funds to promotions. St Joseph was able to recoup their full investment within 6 months and save and \$50,000 per year after that.