

Collaboration Helps Cosmetic & Plastic Services Website Become a Reality

A new, consumer-oriented website has been launched that puts OHSU's cosmetic and plastic surgery services on par with market competitors. Behind the online presence is a collaborative effort unprecedented at OHSU involving the Departments of Surgery, Dermatology, Ophthalmology, Otolaryngology, Head & Neck Surgery, plus the School of Medicine/Faculty Practice Plan, Healthcare Marketing and Web Strategies.

The new OHSU Cosmetic & Plastic Services integrated consumer website provides visitors a "one-stop shop" for information on services and providers in the following units:

Plastic & Reconstructive Surgery Clinic, Facial Plastic & Reconstructive Surgery Clinic, Casey Eye Institute's Facial Aesthetic Surgery Center, Dermatology Laser & Cosmetic Center, and Vein Clinic at South Waterfront.

Launched in October 2011, the project required stakeholders to fundamentally refocus their notion of an online presence, leaving behind the traditional definitions of academic websites to embrace content and a presentation that would stand out among private sector competitors.

The rationale for creating the site was both practical and strategic. Multiple clinics were marketing the same procedures, creating internal competition and making it difficult for consumers to find surgical services at OHSU. After an extensive analysis of market size, volume and types of procedures, and current patient demographics, all the stakeholders sat down to plot a mutually beneficial solution. The site is expected to generate demand and incrementally increase revenue for all five clinics – a big shift from the previous model which provided little visibility in the local marketplace.

"We know OHSU's surgical providers and teams are among the best, but people looking for services weren't necessarily getting that message by searching our websites," said Sally Rodgers, department administrator for surgery. "Once we all understood this, the need for an overhaul was clear. It's been a complex, year-long effort and I want to thank everyone for their hard work."

In addition to an overall focus on visual design, project managers and the digital marketing agency ISITE Design incorporated search engine optimization to help with brand awareness and built a customized monthly metrics dashboard to help drive content strategy and accurately measure success.

"Our goal throughout this project was to preserve each clinic's ability to provide services while at the same time creating coordination between departments to maximize marketing spend," said Diane Ziel, associate director for OHSU Healthcare Marketing. "We are confident that the website will provide a concierge service to point consumers in the right direction."

The new cosmetic and plastic services site is part of a broader overhaul of the Department of Surgery's website, which will include plastic and reconstructive surgery, urological health, bariatric surgery, digestive health and transplant surgery. Please visit the new site at:

www.ohsu.edu/xd/health/services/cosmetic-plastics-services.

The content core team will continue to collaborate to improve the site, analyze clinical marketing efforts and develop new areas of content.



From left: Plastic & Reconstructive Surgery clinic providers, Associate Professor, **Reid Mueller, M.D.**, Professor, **Juliana Hansen, M.D.** and aesthetician, **Carly Houk**.