

welcome



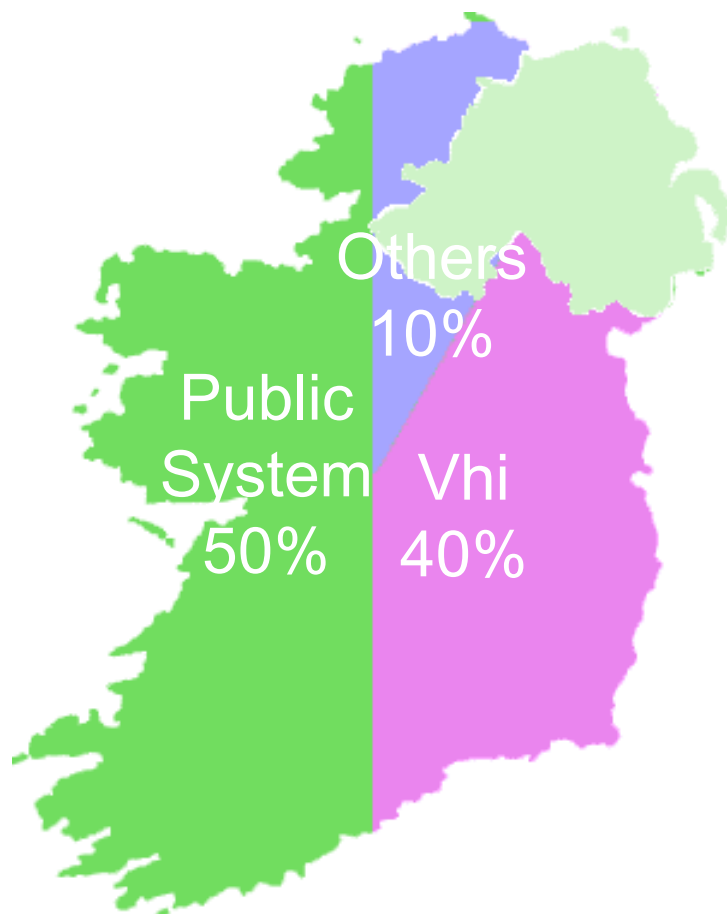
Vhi.ie Health Portal



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Healthcare in Ireland



- Public/Private
- Ageing Population
- Increases in Western Illnesses
- Spiralling Medical Costs
- Community Rating



Objectives and Target Groups

Rationale

- Mid-2000 - Significant Period of Growth of Internet
- No Authoritative/Trusted/Local Source of Health Information Online
- Empowering Citizens – All Ages
- Promoting Healthy Lifestyles – Preventing Longer Term Illness
- Community Rating – Supporting Younger Members



Usefulness/Utility



Level I - Health Information

Level II - Interactive Health

Level III- Personalised Health

Level IV Purchasing Health Products

Level V - Recognising Positive Choices



Accessibility – W3C, Opera Browser

Web Site Availability – 24/7

Monthly Personalised Emails

Nurseline 24/7 (Telephone and Email)

SMS Tips, Alerts and Reminders



Visibility


Through integration with “offline” campaigns:

- Public Health Campaigns
- Workplace Initiatives
- Press and Radio
- Public Libraries
- Community/Support Groups
- TV Health Programme Sponsorship
- Public Health Events
- Awareness among Medical Profession
- Member Magazine





Service Quality

-  Health On the Net Foundation
- Regular Audits (Accessibility and Usability)
- Research Among Site Users
- National/International Awards
- Service Levels on Website Queries
- SSL Security
- Server Stability



golden spider award



Lessons learned and future developments

Challenges

- Engaging Key Audiences
- Competing Services
- Interconnectivity
- Content Maintenance

thank you



Visit: www.vhi.ie/health

