

Place to Brand CKHS
Advertising Copy/Image (flash?)

About Us	Centers of Excellence		News
Hospitals/ Facilities	Heart	Ortho	- - Item
Services			
Health Info.			Features
Patient Resources			- Item
Find A Physician	Cancer	Stroke	- Item
Wellness			
Physicians			Events
Healthcare Profs	Medical Imaging	Maternity	
Residency/Education			
Careers			
Ways to Give			

[Site Map](#) | [FAQs](#) | [Map/Directions](#) | [Privacy Policy](#) | [Contact](#) | [Help](#)

Suggested CKHS Navigation/Structure

CKHS Home Page

The purpose of this home page design is to offer users three major points of entry into CKHS' web site. An entry point to the website via hospitals remains on the home page because patients and community members still regard CKHS' five hospitals as part of their own communities, rather than as part of CKHS.

At the same time, a Services link has been added to the left-hand navigation to give users the opportunity to find out information about specific offerings that may be offered at multiple hospitals across the health system. This eliminates the need for users to enter each of the hospital's websites to find the specific procedure(s) they need.

A new point of navigation has been added, and is based on a roles approach to websites. It appears in the upper right-hand corner of the home page, and includes information that is dedicated to each group of people.

The third major point of navigation is in the center of the page, and features CKHS' major revenue generators, and most-used services.

Lastly, the home page dedicates space at the top to effectively brand CKHS. This copy and the accompanying images should be dynamic and changed periodically to keep the home page fresh. It can also be used to advertise special events (such as the opening of the new ED at CCMC) or special awards.

Three points of navigation:

Left-hand navigation

Centers of Excellence (CKHS' main revenue-generators)

Roles-based, in upper right-hand corner.

Additional Features

Prominent space to brand CKHS.

Space on right-hand navigation for dynamic news/features/awards stories.

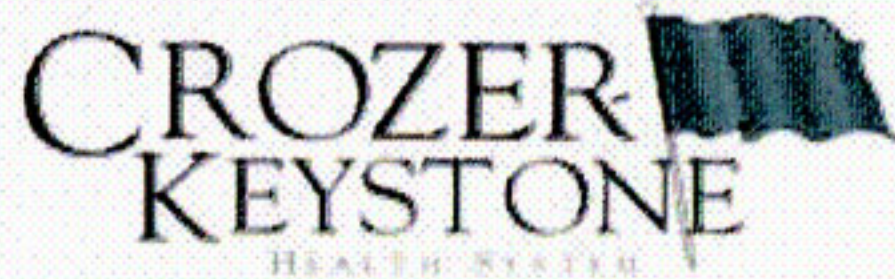
Functional, yet clean design.

We're five hospitals,
2,600 doctors and nurses and
7,100 caring people with 1 vision.

Something to feel good about.

SENIORS | MEN | WOMEN | CHILDREN | FAMILY

PUBLICATIONS | PRESS ROOM | HOME | HELP | SEARCH



- ☐ About Us
- ☐ Hospitals/Facilities
- ☐ Services
- ☐ Health Information
- ☐ Patient Resources
- ☐ Find a Physician
- ☐ Wellness
- ☐ Physicians
- ☐ Healthcare Professionals
- ☐ Residency/Education
- ☐ Careers

Centers of Excellence



HEART



ORTHOPAEDICS



CANCER



STROKE



MEDICAL
IMAGING



MATERNITY

NEWS

- Emergency Preparedness & Response information from the CDC
- Health Literacy: How Good Communication May Lead to Better Health.

FEATURES

- Women's HeartAdvantage at Crozer-Keystone Health System is designed to increase awareness of heart disease among women in Delaware County and beyond.
- Notice of Privacy Practices This notice describes how medical information about you, as a patient, may be used and disclosed and how you can get access to this information.

EVENTS

- Calendar of Events



- ☐ About Us
- ☐ Hospitals/Facilities
- ☐ Services
- ☐ Health Information
- ☐ Patient Resources
- ☐ Find a Physician
- ☐ Wellness
- ☐ Physicians
- ☐ Healthcare Professionals
- ☐ Residency/Education
- ☐ Careers
- ☐ Ways to Give
- ☐ Centers of Excellence

CENTERS *of* EXCELLENCE

HEART

ORTHOPEDICS

CANCER

MEDICAL IMAGING

MATERNITY

► News

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- Health Literacy: How Good Communication May Lead to Better Health.

► Features

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- Notice of Privacy Practices
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► Events

- Calendar of Events