

## Night Owl Designs

### *Health Care and Medical Practice Web Site Design*

#### **Overview**

In today's tech savvy world, the Internet is an absolutely essential tool for health care providers and medical practices. Not only do you need a web site in order to attract new patients in an increasingly difficult economy, your web site must also project the right image to your potential patients. Remember, the appearance of your web site and the information that it presents will instantly establish your visitor's perceptions of your practice.

This is where Night Owl Designs' unmatched expertise in web site design really makes a difference.

A Night Owl Designs web site paints and portrays a vivid picture of your practice, making use of our extensive image resources and our content library. You will work together with our skilled web site designers, content developers, programmers and graphic designers, all of whom have extensive experience in crafting professional looking and easy-to-navigate web sites, to create a site with striking graphics and rich content that ultimately attracts visitors in and ultimately convinces them to contact you for an appointment.

#### **Web Site Design**

Night Owl Designs experienced and talented web site designers create professional web sites for every one of our clients specializing in health care and medical practice web site development has given them a unique set of skills and expertise in creating sites which are tailored to practices of all sizes, specialties and goals. Armed with this knowledge, they can expertly design sites for individual family practices, specialty practices, mental health providers and dental practices; for clients who want market-oriented sites and those who prefer a more understated and professional designs for elective and non-elective service providers; for those who want to market their services to specific patient/client bases, whether it is for the elderly, women, parents of young children, providers who use special equipment, etc.; for doctors, dentists, veterinarians, in-house nursing services and much more.

To put it simply, Night Owl Designs web site designers are here to develop a web site for each client that is attractive and informative for their practice and the people that they want to reach.

## Content Development

Night Owl Designs content developers and Copywriters compliment the work of our web site designers by filling web sites with engaging and stimulating text and images. Depending on your goals and objectives, your site may feature:

- A description of your practice, including your history, mission and specialties
- Physician biographies/CVs
- Photography of your facilities and staff
- Explanations of procedures, services and policies
- Before-and-after case studies showcasing your skills
- Electronic forms allowing patients to contact your staff via email
- Hospital affiliations
- Office hours, office policies and accepted insurance plans
- Patient forms that can be printed and filled out before their appointments
- Interactive maps of your office locations

## Flash and Other Web Site Enhancements

Night Owl Designs offers many web site enhancements which go above and beyond the aforementioned features to set your specific web site apart from the competition. The web site enhancements include:

- FLASH™ Animation
- Animated Procedures
- Shopping Carts
- Auto Replies
- E-mail Newsletters
- Logo development
- Much more

Our web site developers will work one-on-one with you to create a unique online presence for your practice that attracts new patients and keeps current patients informed as well.

## Web Site Hosting and Other Services

At Night Owl Designs, web site development doesn't stop once your web site goes live. Our comprehensive site management and Maintenance services includes everything from hosting and e-mail hosting to web site changes and technical support. Plus, our dedicated marketing team will get your site listed on all popular search engines like Google, Yahoo and Infind and also design and manage pay-per-click marketing campaigns if you choose to pursue them.

## Medical Practice Web Site Packages

The following section lists and describes our medical practice web site packages. Please feel free to browse our offerings and decide which one is right for you.

### ***Silver Medical Practice Web Site Package***

Web sites contain the necessary information to introduce the practice to online viewers. The Silver Medical Practice Web Site Package is a great choice for practices that desire an online presence, but do not wish to create extensive content. The Silver Medical Practice Web Site Package contains the following: About Us (Home page) introducing the practice's philosophy and mission, Physician bio, CV, and photo, Services and procedures summary, office hours, Location map, directions, and images, List insurance participation and 5 to 7 web pages. This package also includes our web site and e-mail hosting and domain name registration services.

## ***Gold Medical Practice Web Site Package***

The Gold Medical Practice Web Site Package contains additional features and information beyond the Silver Medical Practice Web Site Package. The Gold Medical Practice Web Site Package provides the practice with more features and patients with more interaction and information. The Gold Medical Practice Web Site Package has the following: Professional custom graphics, advanced menu navigation using flash, Javascript and DHTML, online email submission web forms, Expanded Services and Procedures descriptions with individual content pages and links to external web sites, total web pages 10/30/60/100 (depending on scope and need), Multiple downloadable practice forms in the form of Adobe PDF files and List insurance participation with links to the insurance company web site. This package also includes our web hosting and e-mail hosting packages and our domain name registration package.

## ***Platinum Medical Practice Web Site Package***

The Platinum Medical Practice Web Site Package is a fully customized web solution. These web sites provide clients with the most functionality and flexibility. Since the majority of Platinum Medical Practice Web Sites are database-enabled, clients can manage an almost unlimited amount of web content. A Platinum Medical Practice Web Site has the additional features: Custom programming using PHP, Database driven content, dynamically displaying data from MS Access or mySQL databases, Content Management System (CMS), Administration web pages to modify web site content, Private Physician and/or Member area / pages implementing User IDs and Passwords, total pages virtually unlimited (depending on the number of records in the database), professional custom graphics, advance menu navigation using flash, javascript and DHTML, Online email submission web forms, Expanded Services and Procedures descriptions with individual content pages and links to external web sites. This package also includes our web hosting and e-mail hosting packages and our domain name registration package.

If you have any further questions about our packages above or would like a custom quote, then please call us at: (973) 897-7400 or e-mail us at: [info@nightowl-designs.com](mailto:info@nightowl-designs.com).

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