

Press Release

For Immediate Release

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White River Health System Announces New Website

Batesville, Ark. – White River Health System (WRHS) launched a new website, www.whiteriverhealthsystem.com today. Healthcare consumers use the resources of the internet for information about specific health conditions and for advice on healthy lifestyle choices. The totally redesigned site incorporates all the facilities and services of WRHS in one convenient location with a URL name that better describes the organization. Rachael Fisher is the WRHS website manager and will be responsible for managing the web content. New information and updates are posted to the site daily. Email address of hospital staff will not change.

“We wanted the community to be able to research the services offered by our System and access health education and community links all at one site,” said Fisher. “The page with photos of new babies is one of the most popular features of any hospital website. We are confident that parents, families and friends of babies born at WRMC will be pleased with the new look on this page.”

WRHS partnered with Pleth, LLC, a local web hosting firm six months ago to begin the redesign process. WRHS retained the services of a professional web hosting firm to increase traffic and improve the navigational quality of the site. Features of the new site include a site search engine where individuals can locate healthcare services, facility specific information, physician office

information and more. A calendar of events will feature happenings within the health system such as Childbirth Education, Seminars and Health Screenings. Facility specific information is available for all WRHS divisions, White River Medical Center, Stone County Medical Center, Rural Health Clinics and Long Term Care.

“The new website is a great resource for our patients, said Larry Sandage, WRHS Director of Institutional Advancement. “We’ve created a better way to manage our website information with Pleth responsible for the technical elements and Rachael as our internal web content manager.”

Links, such as Batesville Area Chamber of Commerce and Arkansas Children’s Hospital, are provided to assist individuals searching for information about the community. Organizations interested in links to the WRHS website should contact Fisher. She can be reached at rfisher@wrmc.com or 870-262-1225.

Additional online services are under consideration to further improve the website. One service under consideration is an online health information encyclopedia. Further announcements will be made as those services become available.

White River Health System is a not-for-profit, multi-facility healthcare organization serving residents of North Central Arkansas. The system includes two hospitals, seven medical clinics, physician offices, three outpatient therapy centers, three nursing homes, two residential care facilities, two home health agencies, hospice, and a home medical equipment company.