

Case Study

Health System Website Delivers What the Doctor Ordered



William Osler Health System's public-facing website was running on outdated technology, presented navigational challenges, and was noncompliant with the Accessibility for Ontarians with Disabilities Act (AODA) which has strict standards for how Ontario businesses must communicate with disabled members of the public. This increased in-person inquiries resulting in delayed service. Expert help from a partner experienced with health care providers was the medicine Osler was looking for.

About William Osler

William Osler Health System (Osler) is one of the country's largest community hospital corporations. Its two regional hospitals are located in the culturally diverse regions of Etobicoke and Brampton. In addition to providing medical expertise and compassionate care, their helping hands extend beyond their walls, reaching out to the public to provide a link to other health care providers and community-based services.

William Osler's Challenges

Osler needed an inclusive, updated website to provide streamlined information to Osler's diverse group of stakeholders. Information that needed to be shared ranged from programs and services descriptions, policies, contact and billing information, organ donation, as well as two-way communication designed to promote dialogue with the public using familiar social media tools such as Twitter and Facebook.

Osler searched for an experienced partner who could bring strong technical acumen as well as the design and usability expertise that would attract users with a simple, clean and welcoming style and an intuitive navigational experience.

The Solution

Osler elected to have their new site built on a flexible CMS template architecture to facilitate a strong governance process enabling the quick provisioning of new content by contributors.

Change updates, events and announcements, fund-raising highlights and other information streams are no longer subject to lengthy approvals. Social media plug-ins have enabled the quick deployment of common social tools such as Facebook and Twitter for community conversations and an events calendar ensures all current activities are available to site visitors.

The project team engaged design experts to create visually stunning interfaces which were consistent with the new Osler branding, ultimately delivering a bold new public-facing site that integrates an attractive, user-friendly web presence with social media, embedded video, and interactive communication. As well, the site meets AODA compliance requirements and serves as a major link to Osler's diverse group of stakeholders.



Innovative connections to the public



Easy to navigate



Engaging conversations



Thanks to the leadership and efforts of a dedicated team guided by Datavail, our new website is sleek and modern and showcases the information that our community is looking for. In addition, the website is AODA compliant. And that simply translates into easier access to care for everyone.

Team Lead, Digital Media