



▶ **Website Domain**
drjudyschmidt.com

▶ **Location**
Missoula, MT

▶ **Number of Physicians & Staff**
1 physician, 16 staff

▶ **Business & Metrics Impacted**
Eliminated the need to forward information to other staff and avoids routing errors

Eliminated the time and cost for an outsourced web manager, as well as time previously devoted to e-mail and phone communications

Provided a channel to acquire new patients for the practice and practitioners through visual appeal, ease of use, and extensive information available to patients

▶ The Challenge

Guardian Oncology's (GOCW) former website was not dynamic nor did it have the capability to show streaming video. After obtaining a video documentary featuring the practice, they recognized the need to launch a site with modern features. Also, the former website was programmed by an outsourced provider, so any website changes had to be funneled through him.

▶ The Solution

After talking with current IT provider Pyron Technologies, GOCW determined that SuiteFin was the answer. It routes visitor e-mails and patient intake secure forms directly to GOCW staff, eliminating the need to forward information to other staff and avoiding routing errors. Secure forms require specific patient data fields, ensuring that

“The new site is very attractive with modern features including streaming video, podcasts, newsletter, and secure form transmission, has opened lines of communication between Web visitors and staff, has eased workflow, and can be managed efficiently in-house without dependence on an outsider.”

– W. Rick Beck, Director of Integrative Health

“Our new SuiteFin website is so user-friendly that we can update its content at the push of a button, maintaining the site's fresh and dynamic appeal. The site is host to a wealth of resources, and has served as an important tool in educating Web visitors and attracting new patients. SuiteFin is exactly what GOCW was looking for. We couldn't be more pleased!”

– W. Rick Beck, Director of Integrative Health

suitefin

866.366.4241 | www.suitefin.com