

Case study: Bedford Hospital

The client:

Bedford Hospital
www.bedfordhospital.nhs.uk

Bedford Hospital NHS Trust provide a full range of acute hospital services. Their motto is 'Every Patient Matters' and they have a proud tradition of service. This is reflected in the number of local and national awards they have gained.

Requirements:

Phew Design was engaged by Bedford Hospital NHS Trust in 2006 to redesign the Trust's website. This was identified as a six month project which involved three key tasks:

1. To redesign the website.
2. To work with a team of web authors selected from Trust staff in developing the design concepts.
3. To introduce a content management system that would enable the web authors to manage individual department websites.

The project required the following skills:

1. Expertise in web-based technology
2. Skill in people management – i.e. bringing a team together and introducing them to new technological skills
3. Project management – the ability to manage the entire project and bring it through the implementation process to a satisfactory conclusion; on time and within budget.

Phew assisted with designing the project's timelines including identified milestones. Phew also took great care to ensure the site not only complied with the NHS corporate guidelines but also those of accessibility and best practice.

The Solution:

The solution manifested itself in a number of areas:

Planning, project management and training

As part of Phew's brief the planning of the website structure was an integral stage of the project. Phew supported the Hospital in the naming and layout out to ensure there was a logical order to the complex maze of departments and services, allowing the presentation to the general public to be simple and easy to understand.

It also required engaging a disparate group of web authors consisting of Trust staff to understand and be enthused about the project. This included training the group to enable them to administer their own pages within the control of the PhewCMS.

Content Management System

The site was built from the ground up for Bedford Hospital using the PhewCMS including the publish control module. This module allows the contributors to control their own content whilst leaving the site administrators with control of overall management.

The future and ongoing works:

Bedford Hospital continually strives to improve its services. Phew will support the project and the further development of the site to enable the in-house team to keep the website up-to-date, increasing awareness and informing the public about their services and hospital issues.



Phew took care to understand the requirements of the NHS. One of the critical success factors was ensuring the web authors understood their roles and responsibilities and were trained in the skills necessary to ensure ongoing web management.

This project was superbly achieved, on time and within budget. The complete website is a credit to Phew's expertise in design and implementation management.

I am very happy to recommend the company to any prospective client

*Vivienne Allan, Head of Communications
Bedford Hospital NHS Trust*

