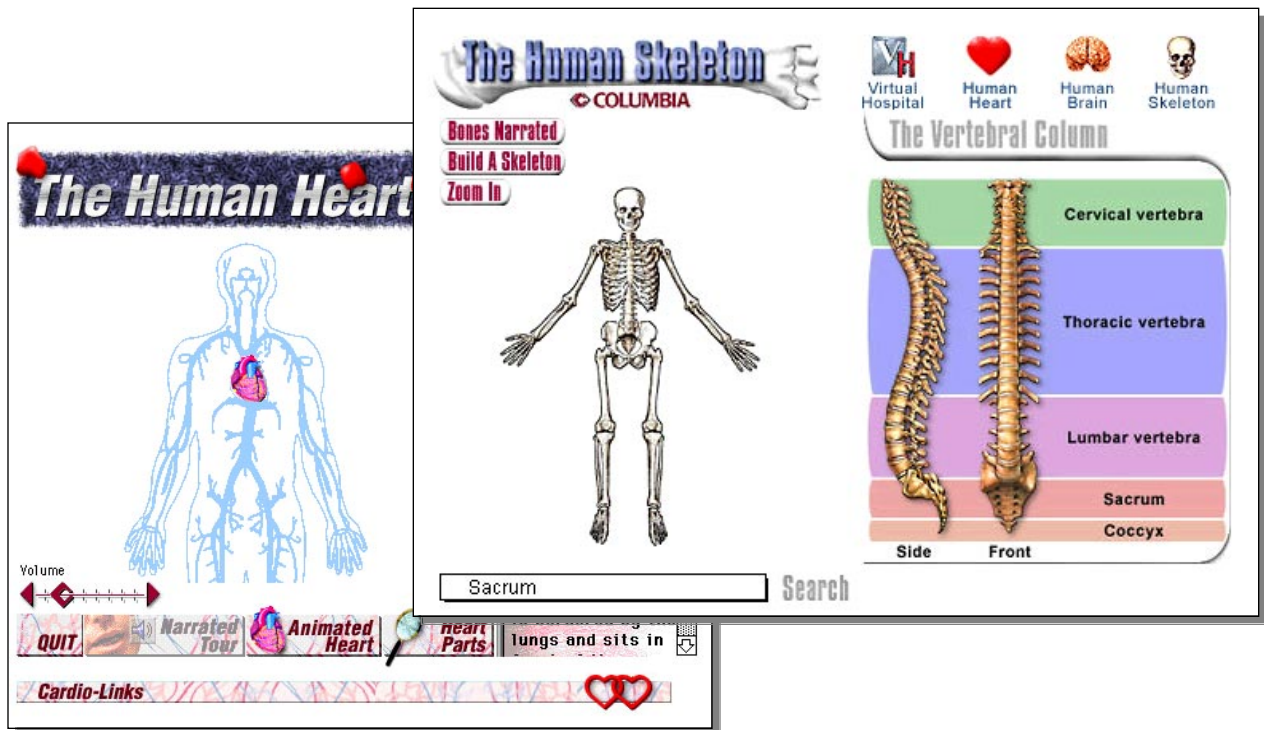


Customer Education Creates Web Site Traffic



Client/Title

Columbia/HCA / *Columbia Virtual Body* (<http://www.columbia.net/vbody>)

Client Need

Columbia, the nation's largest healthcare network, uses Web-delivered education and information to attract customers to local markets. Although Columbia created their own site, they wanted someone with advanced Shockwave experience to give life to their latest educational area, the "Virtual Body."

Solution

Multimedia developers at HealthStream created a market-leading educational animation series that allows visitors to take a guided tour of selected body parts including the heart, brain, skeleton, and digestive system. Function and description are enhanced by point and click definitions, streaming audio narration and various gaming elements. Users can watch an animated heart beat, re-assemble a skeleton, and investigate the mysteries of the human brain. As an added service, each page contains links to related sites on the World Wide Web.

Benefits

Columbia encourages potential customers to regularly revisit the site and reinforces the company's customer focus. This area of the site received 65,000 hits in its first week on the Web. Columbia's Web strategy positions the organization to be at the forefront of Internet-delivered training. In fact, the site was featured on CNN Headline News and earned USA Today's highest score for health care sites. Finally, outsourcing high-end development to experts at HealthStream allowed Columbia to conserve internal resources for continued growth.