

# CASE STUDY

## Northern Virginia Mental Health Institute's Award-Winning Brochure Web Site

The state agency providing mental health care to patients with acute needs relaunched its [portal](#) with help from developer AIS Network, working under the CAI Statement of Work - Application Development contract. The site communicates the agency's unique brand/value proposition and accommodates mobile citizenry. Results include enhanced branding for diverse populations, improved web-based CMS and upgraded hosting in fast-performing Azure.

## Client

The Northern Virginia Mental Health Institute is a well-respected teaching hospital that operates a 134 bed facility. Interdisciplinary treatment teams provide inpatient psychiatric treatment to eligible individuals by offering multiple therapies, training, medication, recreational activities and case management services.

## Challenge

NVMHI's primary, public facing communications tool was slow, dated, not engaging, noncompliant with modern accessibility standards and not mobile friendly. The agency's team recognized that overhauling their site was necessary to communicate their brand and value proposition more effectively. But, how would they turn it around, presenting their information in a way that maximizes citizens' reach and engagement? They were nontechnical with a limited budget, but they had a big vision.

## Solution

Through a collaborative process, AISN brought technical expertise to the table and NVMHI brought their vision. Combined best practices for branding and design were used to transform NVMHI's site, showcasing their services with effective words, accessible palette colors and captivating, diverse imagery. Close attention was paid to content, usability, aesthetics, visibility and interactivity. AISN provided budget conscious project management, a design and development team, user acceptance and accessibility testing and Virginia Information Security Standards compliance.

## Results

Soon after its launch, NVMHI's custom site was recognized for design excellence by the Digital Health Awards and eHealthcare Leadership Awards. Built with the user-friendly Statamic CMS, the site dramatically improves the agency's communication of its mission, vision and values in a fresh and modern style without breaking the bank. Mobile and visually impaired users can now access the site. The launch was accompanied by multiple sessions training NVMHI staff on how to update and maintain the site. It was hosted in Microsoft Azure, which offers blazing fast performance.

