

Hayes Green Beach Memorial Hospital



Hayes Green Beach Memorial Hospital, an 81-year-old healthcare provider, needed a more efficient means for communicating important information to its staff of nearly 500 employees, as well as managing internal functions like HR recruitment and external search functions for patients to easily find providers and services.

“We had a basic, out-of-date website with no real capability for updating information that would keep our employees informed, no efficient means for recruiting new employees, and patient information that was not very user friendly.”

DARICE DARLING, HGB DIRECTOR OF MARKETING AND COMMUNICATIONS.

“With limited resources and multiple priorities, we were not able to keep our online presence and capabilities current,” Darling said.



HGB turned to Nicholas Creative for a comprehensive solution. The result is an overhauled, modernized site that is easy to maintain and update, streamlines the HR process, and features an in-depth provider search function. Most importantly, the new site features an employee portal that allows staff to keep tabs on hospital developments.



“We knew that the main thing HGB needed was an extranet—a resource that would keep their employees connected and informed.”

NICHOLAS CHILENKO, FOUNDER AND CHIEF CREATIVE OFFICER OF NICHOLAS CREATIVE.

“The challenge was bringing such a large staff and all their different departments, as well as the medical providers, and centralizing everything in one place, while also making it effortless to use,” Chilenko said.



The HGB extranet centralizes internal news and announcements.

To accommodate that, Nicholas Creative developed a robust set of rules and permissions for accessing the system so that people in the appropriate departments can update and edit content within the website, and maintain their designated portion of the site. Nicholas Creative also hosts the new site and provides ongoing support and maintenance.

“The result is a robust, easy-to-use website that keeps both our internal employees and our external audience well-informed on news, events and developments,” says Darling. “This is a valuable new resource for HGB staff, as well as our patients and the community we serve.”

Nicholas Creative is a web design agency. We build websites on the Drupal content management platform, including responsive and mobile design, ecommerce and custom applications.

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