

# Centre for Reproductive Medicine

## ▶ **Client**

*Centre for Reproductive  
Medicine, Walsgrave  
Hospital (Coventry)*

## ▶ **Project**

Website

## ▶ **Background**

Our role with the centre includes the implementation of a marketing strategy that consists of media relations, a corporate brochure, newsletter and website.

## ▶ **Objective**

Most GPs in the Coventry area automatically refer potential patients to the Centre. For the Centre to grow it needs to attract referrals from further afield, nationally and internationally. A high proportion of both GPs and couples seeking fertility treatment have access to the web. The Website is therefore a key part of the Centre's marketing, the most cost effective way of attracting new referrals from outside the Coventry area.

## ▶ **Description**

The 25 'page' site includes photography, graphs, tables and some animation. It includes information about services, the CRM team, success rates, research, waiting times and fees. The site is regularly updated with articles from the Centre's twice-yearly newsletter.

## ▶ **Our role**

Initially we had to evaluate the technical side of the brief including recommending a domain name and Internet Service Provider before producing a site map and a home page design. Then we had to make the brochure and newsletter information we had already produced for the Centre 'web-friendly'. Finally we carried out the HTML coding before placing the pages on the web.

## ▶ **The challenge**

Chief executive, Mark Thomas said: "Like much of our work, this project is about getting the tone right – subtly getting across marketing message in a clear, informative, trustworthy way."

## ▶ **Feedback**

Manager Kathryn Swift said: "I think the quality of Word Association's work is excellent, looks professional and is easy on the eye. They've been very patient on this project and the overall marketing programme has brought in referrals from new areas."