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# Carolina Radiology

*A Higher Standard.*

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## Website – [Carolinaradiology.com](http://Carolinaradiology.com)

**Strategic Objective:** Provide an online resource physicians can direct their patients to for more information about an upcoming procedure and how to sufficiently prepare for it.

**Challenges Faced:** We wanted to create a website that would not be intimidating to patients and overwhelm them with information. We wanted their experience on [CarolinaRadiology.com](http://CarolinaRadiology.com) to be informative, enjoyable, and personal. Most importantly, we wanted to provide them with the information they would need, and we wanted to be able to update that information easily 24/7 from a “backend” administrative portion of the website. Programming was challenging and the website took about 200 hours to complete.

**Research Done:** We researched many other radiology websites before embarking on this project.

**Results Achieved:** Our physicians and their patients have embraced the website and our traffic to the site continues to increase.

**Success Measured:** We have tracked 1,100 website visits year-to-date. Prior to the website launching winter of 2006, Carolina Radiology did not have a web presence.

**Budget Considerations:** We created this website for \$6,000.

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