

SIMONS GROUP GIVES CFHC WEBSITE A GROWN-UP, SOPHISTICATED MAKEOVER



case study ▶

client: Chicago Family Health Center

THE CHALLENGE

Chicago Family Health Center (CFHC) executives recognized the value and presence a well-designed website can bring to any organization, but they didn't have the time or the expertise to build one.

THE APPROACH

Wanting to get the redesign finished as quickly as possible, to speed their rebranding efforts and maintain a consistent presence in the community, and having worked with The Simons Group before, they knew where to turn.

THE RESULT

CFHC has been providing medical and dental services to residents of the city's south side for 30 years, but when it came to the Internet, the organization was in its infancy.

Former managers worked with The Simons Group to develop the first CFHC Web site about five years ago, but new management realized it was time for an upgrade and expansion.

"We needed to show people we were changing," says Barbara Tieder, director of communications and external affairs. "We had just gone through a name change, and we wanted to distance ourselves from our old name and logo, but we also wanted to ▶



add content. The old site reflected where we were at the time, but we were ready for a more sophisticated presence on the Internet.”

Tieder’s goal was to have a website that was informational not only for CFHC patients and funders — the two primary target audiences — but also for the general public. In addition, she wanted the site to have a look and feel that reflected CFHC’s values as well as its services.

“We knew what The Simons Group could deliver,” says Tieder. “Their price was the best, but I could have justified paying more if I’d felt we should. It was a matter of having a huge comfort level with The Simons Group. We felt we’d built a relationship that we needed to maintain.”

The Simons Group’s writers produced copy that communicated precisely the right message, while designers began mapping out the look and feel the site would convey. The process was practically painless, Tieder says.

“The Simons Group creative team took our half-formed ideas and turned them around quickly,” she says. “I’d communicate what I needed, and I’d have exactly the end product I was looking for — even if that wasn’t necessarily what I’d communicated.”

Tieder and The Simons Group team quickly established a collaborative working relationship that allowed Tieder to devote most of her energy to other responsibilities.

“I’m a department of one,” she says. “So I’m doing fund-raising, communications, business development and attracting vendors. I would have liked to have been able to devote more time to the website, but I didn’t feel I had to. The Simons Group got things done, and they were reminding me about deadlines.”

Today, the CFHC website is information-rich, easy to navigate and an accurate representation of the center’s operations. ■

