

Duke Orthopaedic Web Redesign FACT SHEET

September 2, 2015

The Department of Orthopaedic Surgery is embarking on a rewrite/redesign of the departmental website. As part of the redesign, we are employing 2 vendors to assist with this effort:

Vendor Partners



PivotPoint Media, Durham, NC

<http://pivotpoint-media.com/>

PivotPoint is responsible for the design and technical buildout of the website. They are a marketing and creative services firm that serves as a full-service advertising agency with clients such as Duke University, Duke Health Systems, RTI, CREE, North Carolina A&T, and more.



Gowan Communications Group, Carboro, NC

<http://gowancommunications.com/>

Gowan Communications is assisting with the overall content for the website. They provide content strategy, writing, and editing services.

Timeline

We are on an aggressive timeline for the redesign of the Ortho website as there are a number of you that will be called upon for your specific area of expertise (e.g. education and training, research, patient care, faculty, etc.). Below is a high level project plan:

Duke Orthopaedic Web Redesign FACT SHEET

Duke Department of Orthopaedic Surgery Web Redesign Project Plan

Legend (Responsible) : **DOS** - Department of Orthopaedic Surgery, **PPM** - PivotPoint Media, **CR** - Content Writer

Milestone	Date	Responsible	Completed
Kick-off Discussion w/External Vendor	8/25/2015	DOS, PPM	√
Review Requirements with Vendors (Project Begins)	8/25/2015	DOS, PPM, CR	√
Deliver Site Map based on Requirements	8/27/2015	CR	√
Deliver Draft Specification (landing page prototype)	9/2/2015	PPM	√
Review Prototype and Provide Feedback	9/4/2015	DOS, PPM, CR	
Final Specification (Site Map) Reviewed and Approved	9/4/2015	DOS	
Development of web site	9/7 - 10/9	PPM	
Content Interview - Research (Alman)	9/7 - 9/14	DOS, CR	
Research Content Reviewed and Approved	9/14 - 9/16	DOS, CR	
Research Content Integrated i/t Dev Web Site	9/16 - 9/18	CR	
Content Interview - Education and Training (Leversedge)	9/14 - 9/21	DOS, CR	
Education and Training Content Reviewed and Approved	9/21 - 9/23	DOS, CR	
Education and Training Content Integrated i/t Dev Web Site	9/23 - 9/25	CR	
Content Interview - Patient Care (Attarian)	9/28 - 10/5	DOS, CR	
Patient Care Reviewed and Approved	10/5 - 10/7	DOS, CR	
Patient Care Content Integrated i/t Dev Web Site	10/7 - 10/9	CR	
Content Interview – Faculty (All Faculty)	10/12 - 10/19	DOS, CR	
Faculty Content Reviewed and Approved	10/19 - 10/21	DOS, CR	
Faculty Content Integrated i/t Dev Web Site	10/21 - 10/23	CR	
Content Interview - About US/Links (McCall/Riddle)	10/12 - 10/19	DOS, CR	
About US Content Reviewed and Approved	10/19 - 10/21	DOS, CR	
About US Content Integrated i/t Dev Web Site/Links	10/21 - 10/23	CR	
Integrate Dev Web Site into Production	10/26 - 10/30	IT DHTS	
Go Live!	11/2		

Duke Orthopaedic Web Redesign FACT SHEET

Prototype

Check out the Ortho Blog for the full prototype view at <http://sites.duke.edu/orthopaedics/>

Duke Orthopaedic Web Redesign FACT SHEET



Welcome to **Duke Orthopaedic Surgery**

Developing the leaders of tomorrow in orthopaedics and rehabilitation research, education and patient care



Research



Education & Training



Patient Care

The faculty and staff of the Department of Orthopaedic Surgery at Duke welcome you to our website. We hope that you will find answers to any questions you may have about who we are and what we do.

The Department of Orthopaedic Surgery cares for all injuries and diseases of the musculoskeletal system. In addition, the Department provides subspecialty clinics in the specific areas of major joint reconstruction, sports medicine, pediatric orthopaedics, foot, hand, spine, trauma, oncology, reconstructive microsurgery, and rehabilitation.

Our multidisciplinary approach, which links the expertise of specialists in orthopaedic surgery, reconstructive plastic surgery, radiology, physical therapy, occupational therapy, and orthopaedic nursing insures that each patient receives the most appropriate and responsive treatment.

Vision:

Be the global standard of excellence today and develop the leaders of tomorrow in orthopaedics and rehabilitation research, education, and patient care.

Mission:

REACHING OUT ... to put the patient and their families at the center of all we do to provide the highest quality care

STEPPING UP ... to serve and to lead our local and global communities with integrity and compassion

MOVING FORWARD ... to promote and to develop excellence in education

CLIMBING HIGHER ... to inspire through innovations in basic science, clinical, and translational research

A Message from Our Chairman



Latest News & Articles



9.01.2015

Lorem ipsum dolor sit amet

Ortho events go here. Description and details for all the great latest news and events go here for all to enjoy... [Read More](#)



8.31.2015

Ipsum dolor sit amet

Ortho events go here. Description and details for all the great latest news and events go here for all to enjoy... [Read More](#)



8.12.2015

Dolor sit amet lorem ipsum

Upcoming Events

Big Event at This Location

9.01.2015 | 6pm-9pm

Description and details for the event ... [More](#)

Event at This Location

7.24.2015 | 1pm-9pm

Description and details for the event ... [More](#)

Another Event at Duke

Duke Orthopaedic Web Redesign FACT SHEET

As part of this project, a number of you have provided feedback into 'best in class' websites that we can use as prototypes for our design. The list below represents the websites that we have identified to our technical developer as content or functionality to build into the Ortho website:

Duke Internal Web Sites:

Duke Anesthesia – <http://anesthesiology.duke.edu/>

Duke School of Medicine - <https://medschool.duke.edu/>

Orthopaedic Research:

Matt Hilton Research Lab - <http://www.thehiltonlab.com/>

Duke Radiation Oncology - <https://radonc.duke.edu/>

External Web Sites:

Sick Kids - <http://www.sickkids.ca/>

University of Toronto - <http://www.utoronto.ca/>

Columbia Orthopaedics - <http://www.columbiaortho.org/>

Fellowship Programs:

Sick Kids Ortho Surgery Fellowship: Home (Toronto) - <http://sickkidsorthofellowship.ca/home/>

Architecture (site map)

The overall architecture of the Ortho website starts with a **site map**. A site map is a list of pages that make up your overall web page(s). In the case of our departmental website, our focus is on the following key areas:

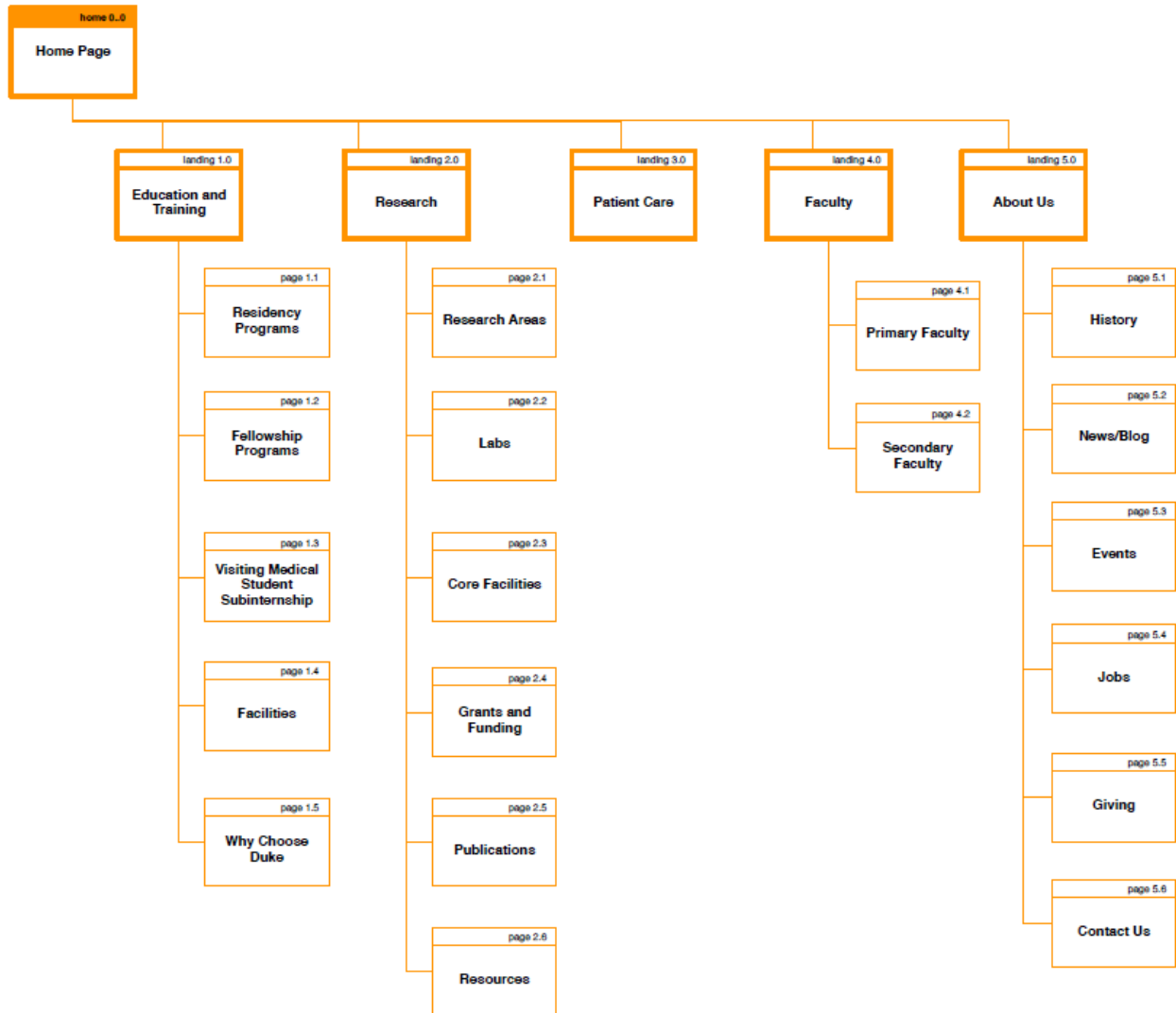
- **Home Page** (navigation into the web site as well as a welcome page with news and relevant information)
- **Education and Training**
 - **Residency Program**
 - **Fellowship Programs**
 - **Visiting Medical Student Sub internship**
 - **Facilities**
 - **Why Choose Duke**
- **Research**
 - **Research Areas**
 - **Labs**

Duke Orthopaedic Web Redesign FACT SHEET

- **Core Facilities**
 - **Grants and Funding**
 - **Publications**
 - **Resources**
- **Patient Care**
- **Faculty**
 - **Primary Faculty**
 - **Secondary Faculty**
- **About Us**
 - **History**
 - **News/Blog**
 - **Events**
 - **Jobs**
 - **Giving**
 - **Contact Us**

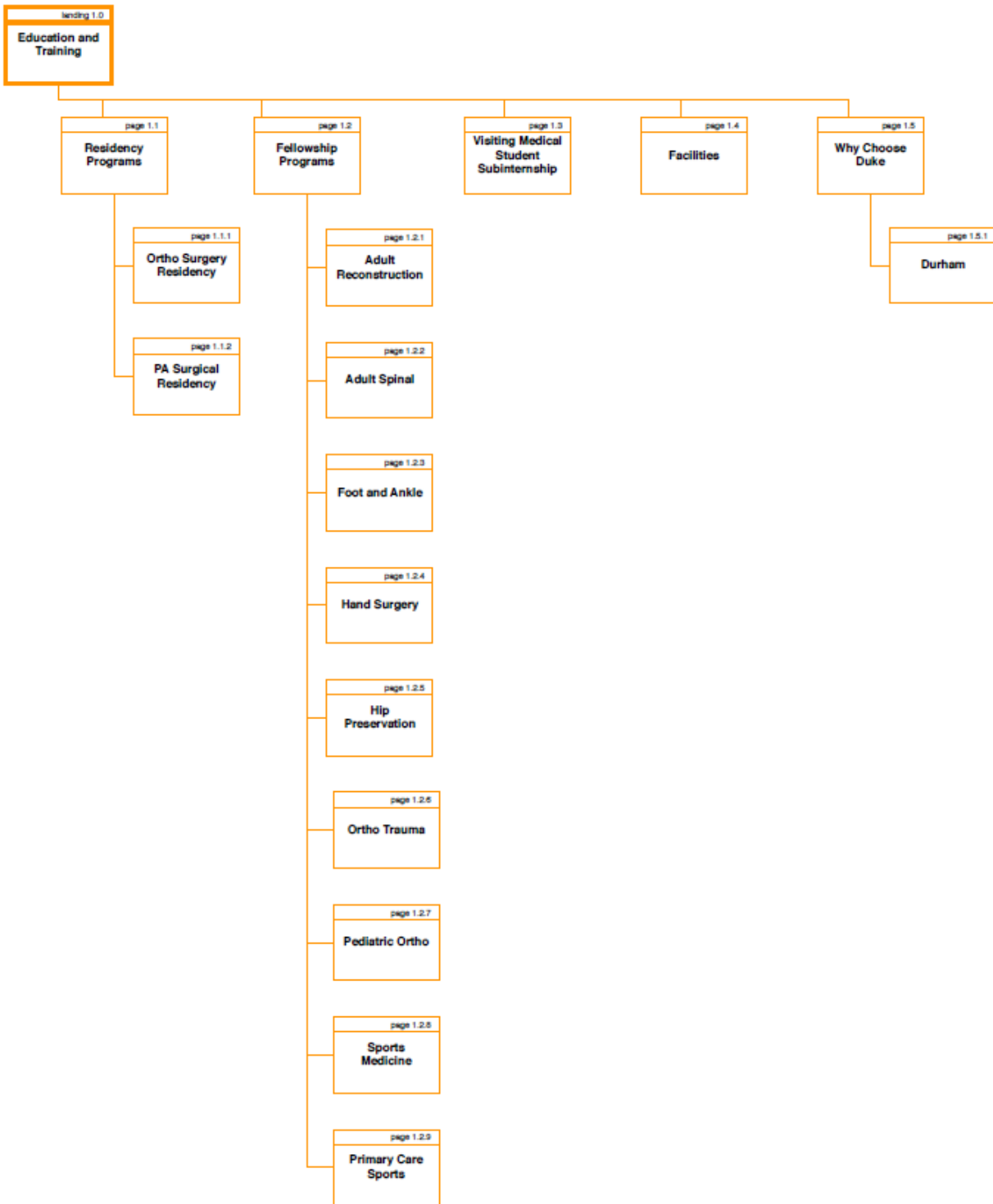
Duke Orthopaedic Web Redesign FACT SHEET

Below is a representation of the Duke Orthopaedic Surgery Site Map:



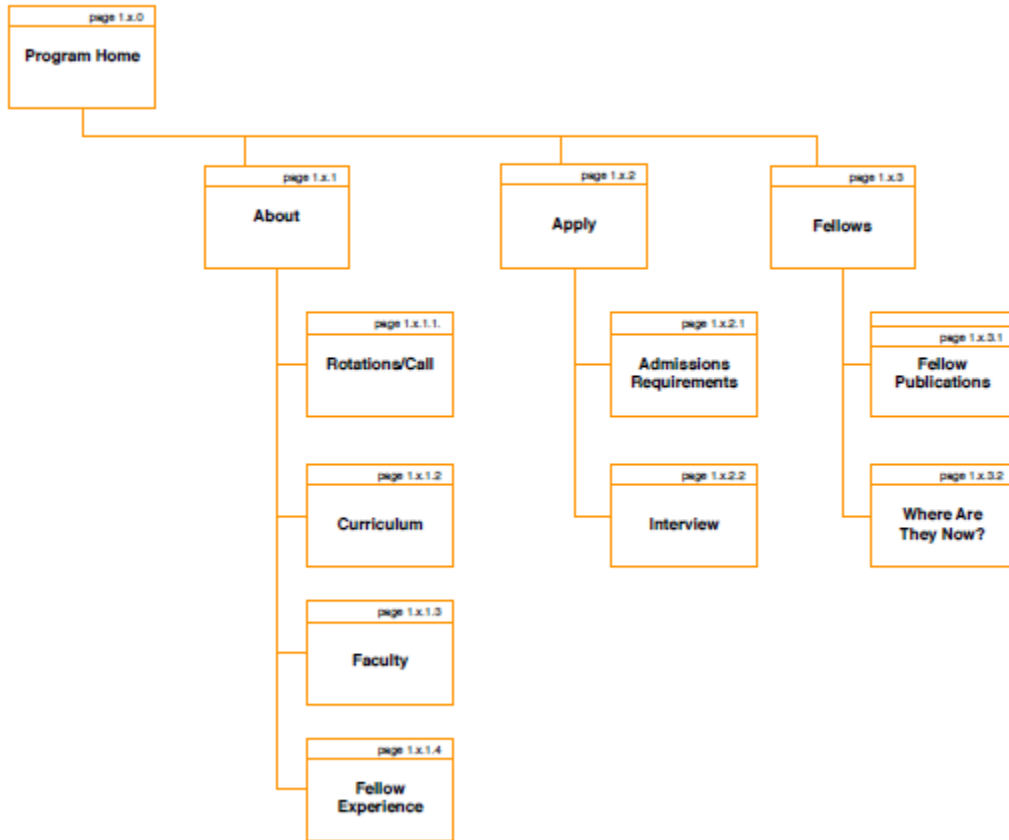
Duke Orthopaedic Web Redesign FACT SHEET

Education and Training



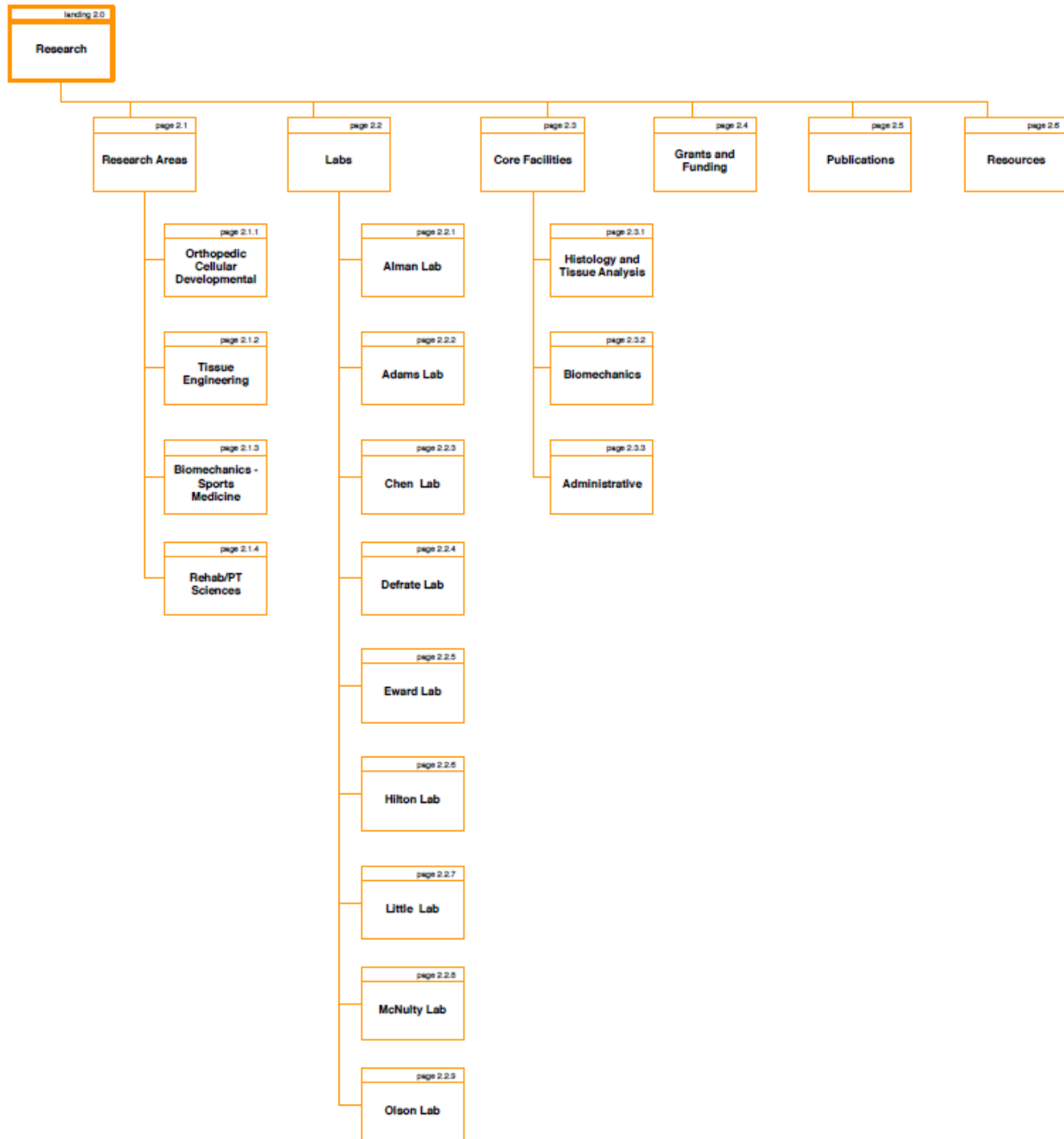
Duke Orthopaedic Web Redesign FACT SHEET

Training Program Template



Duke Orthopaedic Web Redesign FACT SHEET

Research



Duke Orthopaedic Web Redesign FACT SHEET

Research Lab Template



Key Project Contacts:

Faculty Leads

Education – Dr. Fraser Leversedge

Research – Dr. Ben Alman

Clinical – Dr. David Attarian

Project Contacts

Mike Gagnon

John McCall

Tim Riddle