

## Customer Profile

## Unifertes

## Website Development

<http://www.unifertes.com>

### Background

Unifertes, is one of the largest fertility units in Venezuela and is responsible for the first Venezuelan baby born from a frozen-thawed embryo, back in 1987. Since then, more than a thousand babies have been born in Unifertes with the use of Assisted Reproductive Techniques (ART), helping many families make their dreams come true.

Unifertes wanted to increase their market share both locally and internationally and part of their marketing campaign included the upgrade of their website in both Spanish and English.

Unifertes' website was dated and they were tired of dealing with their previous web master putting them last in his list of priorities, the most important thing for them was to able to upgrade their website themselves.

In order to keep in contact with their patients and let them know about the latest trends in fertility treatments they wanted to be able to post news regularly. They also wanted to send these news and invitations to events and seminars by email to subscribed patients.

Finally, in order to make life easier for their patients they wanted to add some extra facilities on their website: a facility to make Doctor's appointments and check test results on-line.



Unifertes' Website Snapshot

### Company

Unifertes

### Customer Profile

One of the main fertility units in Venezuela.

### Business Situation

Wanting to increase market share. Website was dated. Tired of dealing with a busy web master. They wanted to edit their website themselves.

### Solution

Website development with modular Content Management system for easy expandability.

### Benefits

Access to updated information all the time thanks to a centralized model for information distribution. Anywhere/anytime accessibility from the Internet.



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### Solution

**On Q Web** was approached by **Unifertes** to help them find a solution. **On Q Web** suggested the installation of **TYPO3** a modular Content Management System. (Please check the features of a Content management System or CMS).

Thanks to the modularity of **TYPO3**, existing standard modules can be plugged into the system. If a module doesn't exist, it can be created and attached to the system. The main difference is development and installation time. Normally standard modules are readily available. Custom made modules need to be created and depending on the complexity, might require some time to develop.

The news and direct mail modules were existing modules so it was just a matter of installing and customising them. The news module allows adding news, articles, events or seminars to a database. The advantage of this is that by having that information "databased" it is very easy to be shared in several sections of your own website or somebody else's website. The articles or news when displayed on a page can be organised by date, priority or randomized.



The direct mail module allows sending any page of the website to patients that are subscribed to Unifertes' mailing list.

Finally some custom made modules were created and attached to the Content Management System. These modules are: Doctor's appointments and check test results.

The Doctor's appointment module was integrated with their existing appointments software for synchronisation purposes.

### Benefits

- **Unifertes** is now able to upgrade their website anywhere, any time.
- With the use of the news module, articles and news can be displayed in several sections of the website and shared with other websites. Allowing patients to be informed with the latests trends in the fertility field.
- Patients can make appointments and check the result of their tests on-line.
- Making the website in two different languages (Spanish and English) allowed **Unifertes** reach a much larger audience worldwide.