



PRESS RELEASE

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UNIVERSITY HOSPITAL PUBLICLY LAUNCHES NEW WEBSITE EQUIPPED WITH ENHANCED INTERACTIVITY AND FRESH NEW DESIGN

NEWARK, NJ – In an effort to continually improve patient service and better inform the community, University Hospital (UH), New Jersey’s only public acute care hospital, today publicly launched its new website at www.uhnj.org and is inviting the public to visit its new digital home. This new website, the first major overhaul to the Hospital’s online presence in nearly a decade, is designed to enhance the University Hospital brand while using technology to improve the patient experience.

The objectives of the new website are to provide visitors with easy navigations, quick access to health resources, expanded community engagement, and community education, all while delivering relevant content and multiple engagement opportunities for patients, providers, the public, and other community stakeholders. Through its design, innovation, content, technology, interactivity, copywriting, and ease of use, University Hospital hopes to better connect with all the audiences it serves.

“The new University Hospital website offers our patients, providers and the community with an interactive, mobile-friendly digital platform designed to deliver a more effective patient and user experience,” **said Mary K.E. Maples, Esq., Interim President and CEO of University Hospital.** “The debut of the new site represents just the first phase of development. Our team is already working with our experts on further enhancements and additional interactive features that will offer easier and broader access to detailed program and service information and will allow our community to better interact with their local health center.”

The new website has a number of new features that were not previously available. Among these new features are:

- *Better Site Navigation:* With page navigation that is easier to find and understand, visitors can access information through multiple access points, getting them to the information

they need more quickly and easily. More efficient access to information creates a more robust and pleasurable website experience.

- *Find a Doctor:* To help our community find a medical provider or specialist, the new site offers a *Find a Doctor* function. Initially, this function will have basic search capabilities, with additional search filters to be added during the next phase of development.
- *Accessibility:* The new site is ADA-compliant, ensuring that our website is inclusive and accessible for every member of our community. Recognizing the diversity of Newark and the communities we serve, the new design also incorporates the latest translation capabilities from Google to assist those users who are not native English speakers. The site can be easily translated into more than 100 worldwide languages with just the click of a computer mouse.
- *Enhanced Visuals:* This new site drives user engagement through the use of imagery. In the next phase of development, we will add detailed information on our centers of excellence and an interactive calendar of community events and educational opportunities.

Many of the features and resources of the older website, which many visitors have become accustomed to, are still available but are easier to locate and presented in a way that does not require returning to the home page or previous pages to access. For patients who are registered for *My Chart*, there will be easy access to the login screen for your online patient records. The latest information on the Hospital's pandemic response, vaccination opportunities, and hospital visitor restrictions are also easily accessible.

“Ultimately, this new site is a significant part of our ongoing effort to meet our mission of providing exceptional care to every patient, every time,” continued Maples. “This initial launch is just the tip of the iceberg, and we encourage the public to stay tuned for additional site enhancements in the coming months.”

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About University Hospital

University Hospital is part of one of the nation's leading academic medical centers and is the ACS-verified Level I Adult and Level II Pediatric Trauma Center for Northern New Jersey. Located at University Heights in Newark, University Hospital is a principal teaching hospital of Rutgers Biomedical and Health Sciences and a regional resource for advanced services across many medical specialties. For more information about University Hospital, please visit www.uhnj.org.