



SOPHISTICATED PLATFORM DESIGN BRINGS ONTARIO PHYSICIANS TOGETHER

The Ontario Medical Association’s new web portal brings physicians together in a social network setting.

CLIENT Ontario Medical Association LOCATION Toronto, ON WEBSITE www.oma.org INDUSTRY Healthcare

SERVICES RENDERED



RESEARCH

Stakeholder Research



DESIGN

Information Design
Interaction Design
Visual Design



TESTING

Usability Testing



CONSTRUCTION

Front-end Coding

CHALLENGE

The Ontario Medical Association (OMA) represents the political, clinical and economic interests of physicians in Ontario. To provide members with better service, the OMA wanted a sophisticated platform to be designed to bring Ontario physicians together on a unified social networking platform. The platform needed to allow OMA members to share, connect and exchange information relevant to their area of expertise.

APPROACH

To streamline content for members, the Akendi team created a sophisticated interaction design that creates connections between members based on field of practice and district as well as sharing important news. The resulting web portal is fresh and modern, clearly displaying relevant content organized by policy, news, article, editorials and feature stories. The portal’s content and design reflects a modern approach to the OMA brand.

IMPACT

Ontario physicians have a new medium for connecting and sharing information. The final design provides members with a social networking platform that generates conversation through contributing articles and comments. The OMA portal brings the association’s web presence into the 21st century, connecting physicians throughout the province.