

How Avera Designed Modern Healthcare's Website of the Year



Ben Dillon

Chief Strategy Officer, Geometric

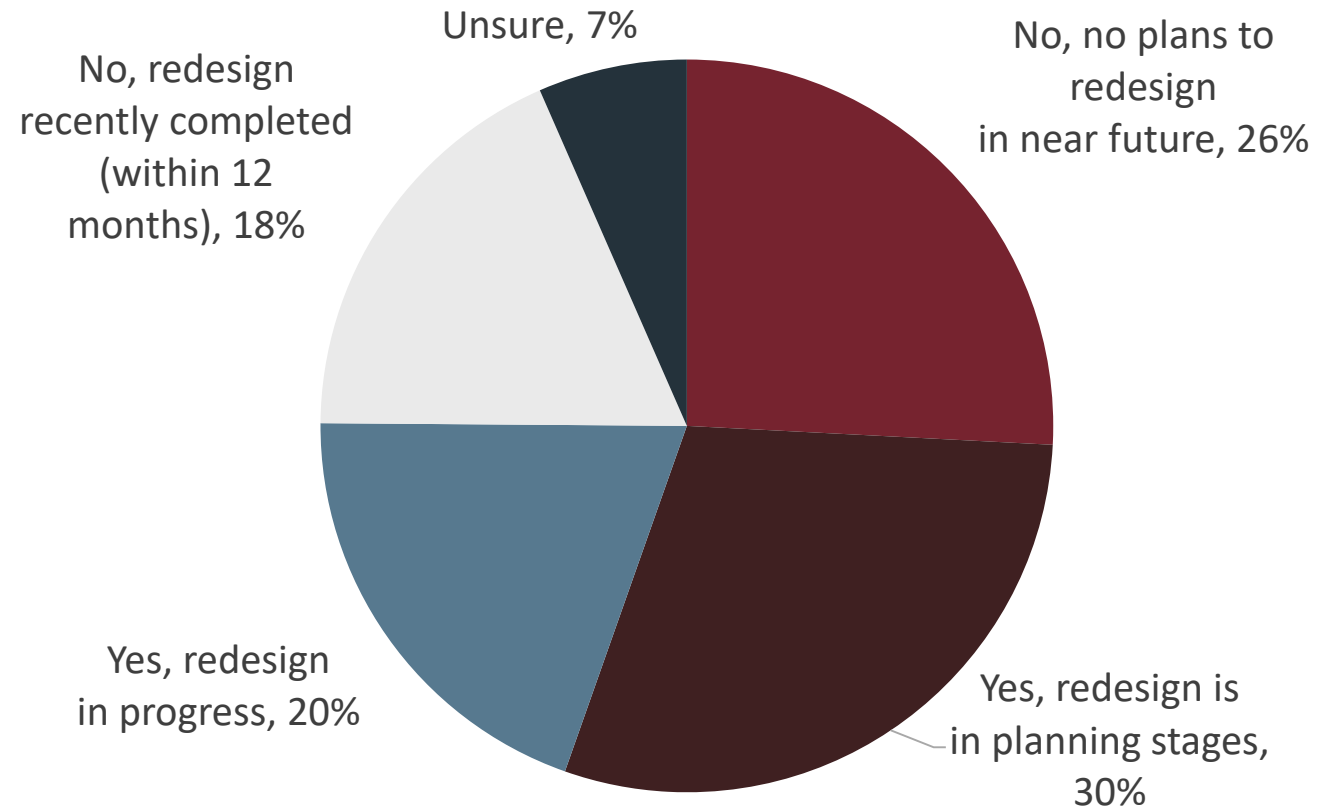
- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD President & *eHealthcare Strategy & Trends* Editorial Advisory Board Member
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering from the University of Michigan






Where the redesign cycle has **slowed**
in recent years, we see a **wave** of
redesign planning underway now.

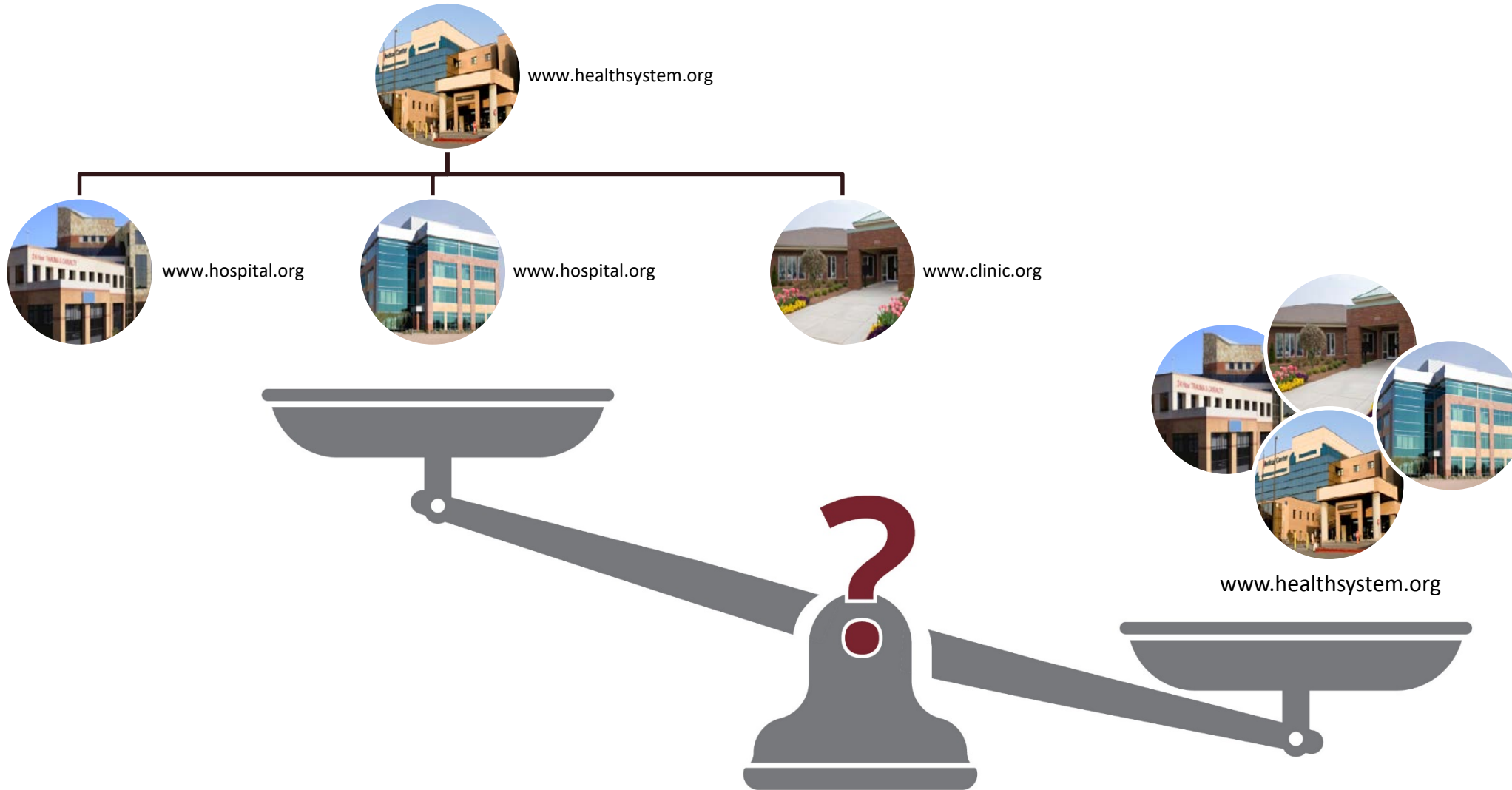
Plan To Redesign





When organizations **get serious** about **catching up** or **getting ahead** in digital marketing, it nearly always starts with a redesign!

The Silo-To-System Shift



The Balancing Act

Too separated:

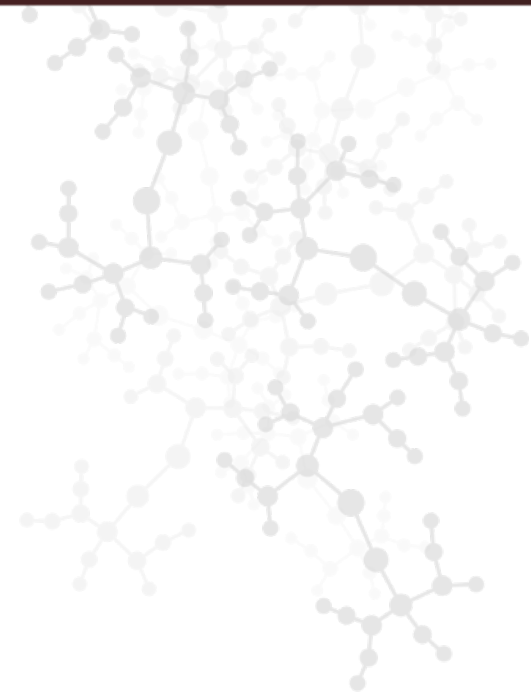
- Hides great content (particularly around services!)
- Makes the experience harder for visitors
“Can’t get there from here”
- Fragmenting SEO – sometimes competing against yourself

Too integrated:

- Lose the unique story of individual locations
- Not good enough for increasingly localize SEO

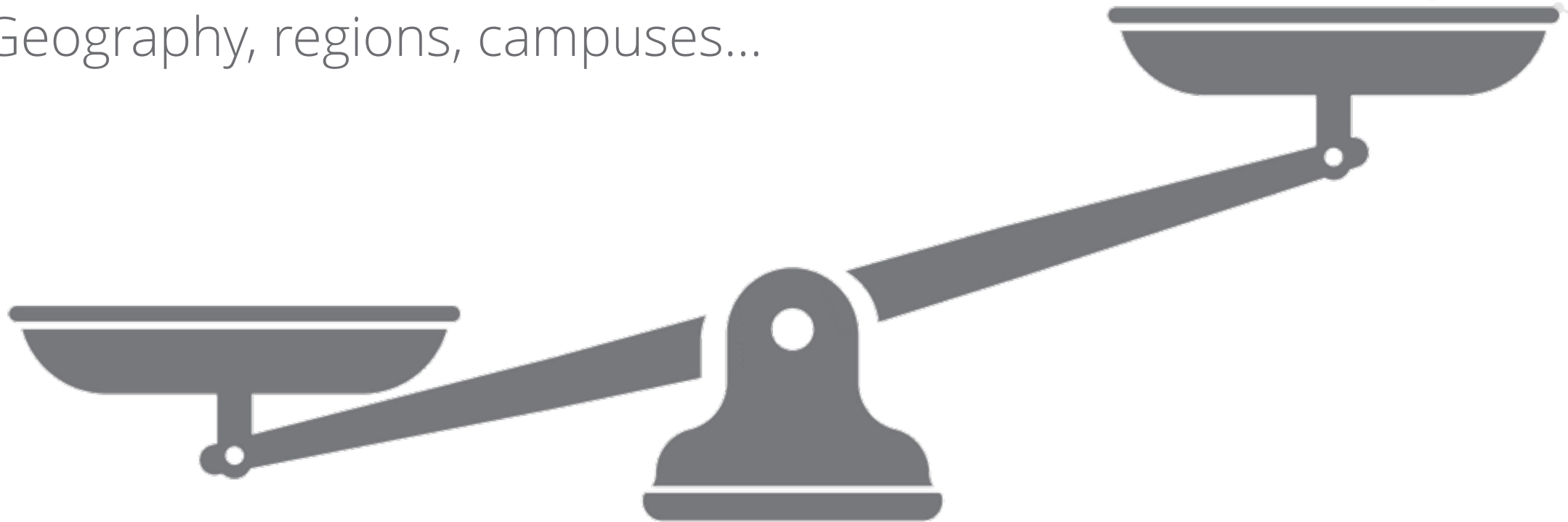
One Experience with Robust Locations

- Health systems are less “Hospital-centric”
- System-level story for service lines
- Meaningful information living at the facility level
- Different “location personas”



Different Balance Point For Every Organization

- Very strong individual brands
- Operational reality vs. brand vision
- Geography, regions, campuses...



Avera's Evolution





Avera Corporate Website



Avera Regional Hospital Websites



Avera McKennan Affiliated Clinics

Physicians at Spencer Family Care



Dr. Sherry Tighe, MD's web site

191
Individual
Websites

- Quick Links
- McKenna
- Sacred Heart
- Queen of Peace
- St. Luke's
- Marshall
- Avera Facilities

- About Us
- Employment
- Foundation
- News
- Sponsors
- CaringBridge
- Contact Us



OUR SURGICAL ADVANCES ARE OPENING A LOT OF EYES. AND OCCASIONALLY, EARS.

Change Font Size **A** **A** **A**

Avera, the health ministry of the Benedictine and Presentation Sisters, is a regional partnership of health professionals who share support services to maintain excellent care at more than 229 locations in eastern South Dakota and surrounding states.

From Gospel times to the present, care of the sick has been seen as a special calling and privilege. Avera's sponsors, the Benedictine Sisters and the Presentation Sisters, encourage all Avera caregivers to understand their work as a healing ministry and to demonstrate, by their words and actions, God's love for all people.

Roses...Just Because

Starting February 15th, [purchase a dozen long-stemmed roses for only \\$20!](#) A variety of colors - first come/first choice. Last day to order is March 14th.

Today's Scripture & Reflection

[Read today's scripture](#) with a reflection and prayer written by a colleague of Avera.

[Contact Us](#) | [Privacy Policy](#) | (605) 322-4700

Search Avera

- Find a Doctor
- Find a Facility
- Events Calendar
- Health Library
- Avera Health Plans



- Employer
- Member
- Producer / Agent
- Provider
- Visitor
- Provider Directory

Quick Links

- Search Avera Health Plans
- Health Library
- Health Tips
- Our Focus In Health Care
- Service Map
- Testimonials

- About Us / Mission
- Careers
- Contact Us

Healthcare with a plan

Avera Health Plans (AHP) is committed to service excellence. As an employer, member, provider, producer or visitor on the AHP website, we want you to find the information you need.

Whether you are selecting a physician from our comprehensive panel of providers throughout South Dakota, Iowa, Minnesota, North Dakota and Nebraska, finding out the status of a claim, or learning more about flexible benefit options AHP offers, AHP wants your experience to be exceptional. Our goal is to provide you with resources to help you make good decisions about your health.

Contact Information
3616 S Elmwood Avenue
Suite 100
Sioux Falls, SD 57105-6538
Local: (605) 322-4545
Toll-Free: 1 (800) 322-2115
Fax: (605) 322-4540
Hours of Operation
8:00 a.m. - 5:00 p.m. CT
Monday - Friday
service@averahhealthplans.com

New Product



- Quick Links
- Gift Shop
- Meet a Patient
- Small Business
- Pay Your Bill Online
- Charity
- Become a Volunteer
- Charitable Giving
- Physician Recruitment
- Cardiology
- For Employees



Look no further.

Avera St. Luke's is proud to carry on the long-standing caring tradition inspired by the Presentation and Benedictine Sisters. As a Christian health care ministry rooted deeply in Gospel values, we provide for the needs of the people in our region with quality, cost-effective, accessible health care services, featuring the latest technology.

Get 'Dueling Dietitians' tickets now!

Starting February 15th, the last day to get tickets for an evening of fun, food and heart healthy information on Feb. 21 with *Dueling Dietitians* (800) *Yes, Steep and Juvenile Shapers* from Avera Heart Hospital of South Dakota. Tickets for this three-course dinner theater style event at the Aberdeen Ramkota are \$20 at Dacotah Bank in downtown Aberdeen.

Roses...Just Because

Starting February 15th, purchase a dozen long-stemmed roses for only \$20! A variety of colors - first come/first choice. Last day to order is March 14th. [Shop now >>](#)

Medication Cards

Print out your own *Medication Matters* card, to help keep track of your medications.

- Hospital
- Clinics
- Long-Term Care



- Quick Links
- View My Baby Photos
- Sioux Falls Area Newscenter
- Order Gifts for Patients
- CaringBridge
- Avera McKenna Foundation
- About Us
- Contact Us

- Subs
- Our Services
- Becoming a Patient
- Healthy Living
- Complex Resources
- About Us
- Contact Us



AUDIO PODCASTS NOW ONLINE LISTEN TO OUR HEALTH EXPERTS



Introducing the New Avera McKenna Emergency Department
Our Emergency Department, with its Level II Trauma Center, was designed with high-quality care, unparalleled efficiency and the latest technology in mind. It's everything Avera stands for... Experience. Efficiency. Technology. All ready within seconds, whenever you need it. [Learn more about our new ED >](#)

Avera McKenna News & Events
[View the latest Avera McKenna news >](#)
[View upcoming Avera McKenna events >](#)
[Sign up for our monthly E-Health news >](#)

About Avera McKenna
Avera McKenna is a member of Avera Health, a regional health care family of more than 229 facilities in the five-state region of South Dakota, North Dakota, Minnesota, Iowa and Nebraska. [Learn more about us >](#)

Search McKenna

- Find a Doctor
- Find a Facility
- Events Calendar
- Health Library
- Avera Health Plans

McKenna Clinic Avera

Cancer Institute

Sports & Athletics

Behavioral Health

Women & OB/GYN

Children's Health



Doctors discussing important health issues - listen now!

Welcome to our Family of Care
Our family of care would like to welcome you! For over 50 years, McGreevy Clinic has provided healthcare to the Sioux Falls area and surrounding communities. Now, our partnership with Avera offers us a unique setting for your health care while allowing you access to the latest healthcare services in the region.
McGreevy Clinic Avera - Together, We're Caring for Life
© 2007 Avera McKenna Hospital & University Health Center

South Dakota's Leader in Behavioral Health Care
Avera McKenna is proud to be the region's leader in behavioral health care. Our new Avera Behavioral Health Center is a 110-bed facility providing care for children, adolescents, adults and seniors.
The Avera Behavioral Health Center allows us to offer unparalleled services in a beautiful, peaceful environment, provided by the largest team of behavioral health experts in the region - all in one state-of-the-art facility.
Through a combination of technology, expert staff and compassion, we are caring for life.
[View an introductory video to learn more about the mission and vision for the Avera Behavioral Health Center >](#)
© 2007 Avera McKenna Hospital & University Health Center

The image displays a grid of 12 screenshots from various Avera website pages. Each screenshot shows a different section of the website, highlighting diverse content and user interface elements.

- Top Row (Left to Right):**
 - Avera Women's Specialty Clinics:** Features a header with the Avera logo, navigation links, and a main content area with a 'Think Pink' campaign graphic.
 - Avera MyPlan:** A page with a large image of a woman and text about healthcare with a plan, including a sidebar with 'Avera MyPlan' and 'Flu Shots'.
 - McGreevy Clinic Avera:** A page with a header, navigation, and a main content area with a 'Welcome to our Family of Care' message.
- Middle Row (Left to Right):**
 - Avera Children's Services:** A page with a header, navigation, and a main content area with a 'A Proud Member of Avera' badge.
 - Avera Advantage:** A page with a header, navigation, and a main content area with a 'Welcome to Avera Advantage' message.
 - Avera Sports Institute:** A page with a header, navigation, and a main content area with a 'Look no further' message.
- Bottom Row (Left to Right):**
 - Avera Quality at the Point of Service:** A page with a header, navigation, and a main content area with a 'Quality at the Point of Service' message.
 - Avera Marshall Regional Medical Center:** A page with a header, navigation, and a main content area with a 'Quality at the Point of Service' message.
 - Avera Sports Institute Kinetic Golf Performance:** A page with a header, navigation, and a main content area with a 'Kinetic Golf Performance' message.
- Bottom Row (Left to Right):**
 - Avera Employee Assistance Program:** A page with a header, navigation, and a main content area with an 'Employee Assistance Program' message.
 - Avera Heart CARE:** A page with a header, navigation, and a main content area with an 'Avera Heart CARE' message.
 - The Daughters' Skincare House:** A page with a header, navigation, and a main content area with a 'The Daughters' Skincare House' message.



Avera 2.0



Our Facilities



Avera McKennan



Avera Queen of Peace



Avera Sacred Heart



Avera St. Luke's



Avera Marshall

[View All >](#)



World-Class Cancer Care
THE AVERA CANCER INSTITUTE

Located in Sioux Falls, SD

Avera Quality & Pricing

Learn more about the [quality of care](#) provided throughout Avera and our [pricing report](#).

Reflections

Read [today's scripture with a reflection and prayer](#) written by a colleague of Avera.

Avera Prayer Line

The [Avera Prayer Line](#) offers you the ability to pray for others or to post a prayer if you are in need of prayer.

Avera Health Plans

Affordable, comprehensive [health care benefits](#) to fit your needs.

Avera News

Up-to-date [news and press releases](#) about Avera.

Avera, the health ministry of the Benedictine and Presentation Sisters, is a regional partnership of health professionals who share support services to maintain excellent care at 300 locations in eastern South Dakota and surrounding states.

Recent News

- [New Ways to 'Discover Your Child'](#)
January 20, 2011
- [Get Fit While You Sit!](#)
January 18, 2011
- [Avera McKennan Welcomes New Collaboration to Promote Lab Excellence](#)
January 17, 2011
- [Pediatric Rehabilitation](#)
January 17, 2011
- [New Medical Device to Treat Aortic Aneurysms Without Open Surgery](#)
January 14, 2011

Avera Facilities - Interconnected



[View the latest TV spot](#)



Avera, quality health care nearby home – Look no further.

From Gospel times to the present, care of the sick has been seen as a special calling and privilege. All Avera caregivers are encouraged to understand their work as a healing ministry and to demonstrate God's love for all people.

Avera 

Our Services Find a Location Find a Doctor Events Calendar Health Information Careers Experience Avera

Search Avera

SHARE 


Avera Queen of Peace Hospital

523 North Foster
Mitchell, SD 57301
605-995-2000

Maternal Care Center

- Take a virtual tour
- View testimonials
- Sign up for a class

[Learn more](#)



Foundation

News

Regional Network

About Us

Baby Photos

Contact Us

Services

Avera Queen of Peace Health Services consists of several medical facilities dedicated to providing comprehensive health care in Mitchell, SD and a nineteen-county area. Our flagship, Avera Queen of Peace Hospital, is equipped with the region's most advanced medical technology.

Quick Links

- Patients and Visitors
- Physicians
- Employees

Avera 

Our Services Find a Location Find a Doctor Events Calendar Health Information Careers Experience Avera

Search Avera

SHARE 

Avera McKennan Hospital & University Health Center

800 East 21st Street
P.O. Box 5045
Sioux Falls, SD 57117-5045
605-322-8000

Maybe a Baby?

Join us February 15, 2011 for this free event

[Register online now](#)



About Us

Patients & Visitors

Our Services

Employment

Medical Education

Healthy Living

Avera McKennan Hospital & University Health Center, Sioux Falls, South Dakota

Avera McKennan is a member of Avera Health, a regional health care family of 300 facilities in the five-state region of South Dakota, North Dakota, Minnesota, Iowa and Nebraska.

[Read more about Avera McKennan.](#)

Avera McKennan Hospital 100 Years

...ing Avera McKennan Hospital's first an interactive timeline of our le of centennial events, and more. [al website.](#)

Visitor Quick Links

- [View Baby Photos](#)
- [Search for Jobs](#)
- [View Maps & Directions](#)
- [Pay Your Bill Online](#)
- [Email a Patient](#)
- [Order Gifts for Patients](#)
- [Become a Volunteer](#)
- [Receive Email News](#)
- [Contact Ask-A-Nurse](#)

Avera 

Our Services Find a Location Find a Doctor Events Calendar Health Information Careers Experience Avera

Search Avera

SHARE 

Avera Marshall Regional Medical Center

300 S. Bruce St.
Marshall, MN 56228
507-522-9561
info@averamarshall.org

All the Women's Care Services You Need

Avera Marshall Specialty Clinic

[View more details](#)



About Us

Our Services

Visiting Specialists

Patients & Visitors

Employment

Foundation

News

Contact Us

For Employees

Avera, Trusted Health Care

When you see the name Avera, you can be confident of health care that is supported by the experience, resources and expertise of the region's largest health care network. Avera strives to provide as much care as possible in the smaller towns and cities of our region, while offering easy access to specialized care when necessary.

 Find us on **Facebook**

Visitor Quick Links

- [View Baby Photos](#)
- [Search for Jobs](#)
- [View Maps & Directions](#)
- [Hotels & Lodging](#)
- [Email a Patient](#)
- [Become a Volunteer](#)
- [Sign-Up for eNewsletters](#)
- [Contact Ask-A-Nurse](#)

Contact Us Health & Wellness Resources Information For ... Ways to Give



Avera Health Today





Lindsey Meyers, MBA

Vice President of Public Relations, Avera Health

- Has been with Avera Health for 11 years
- 5 years of healthcare journalism prior to that
- MBA in Health Care Administration
- BS in Journalism from South Dakota State University





About
Avera Health System

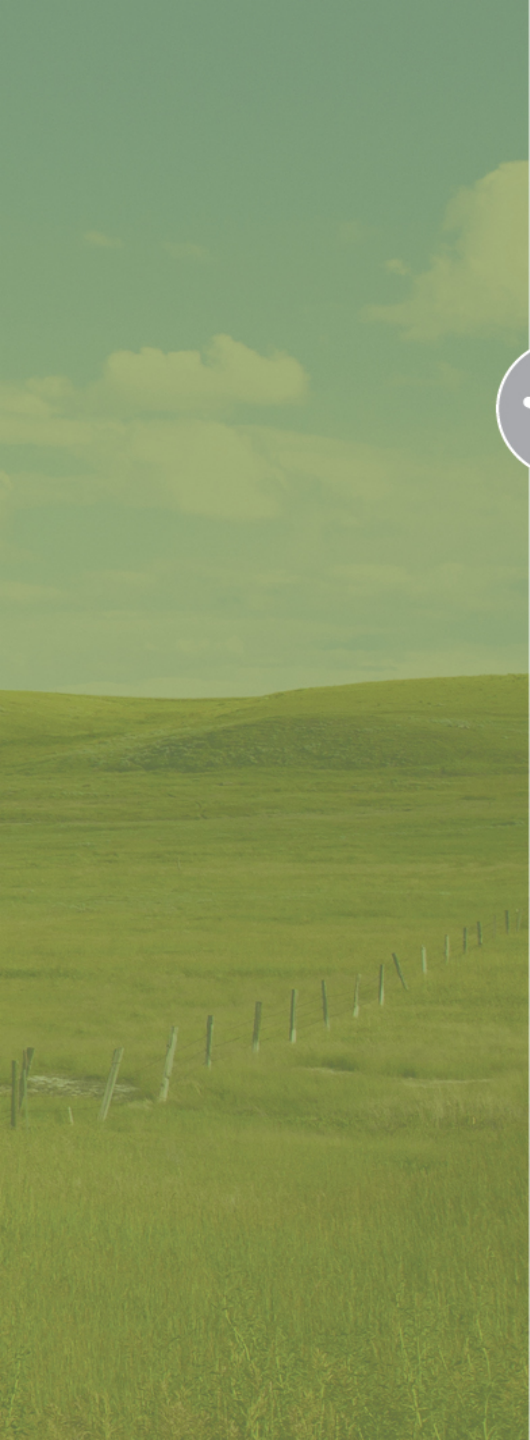
Avera By The Numbers

33 Hospitals

208 Clinics

40 Long-Term Care
(includes assisted living and retirement living facilities)








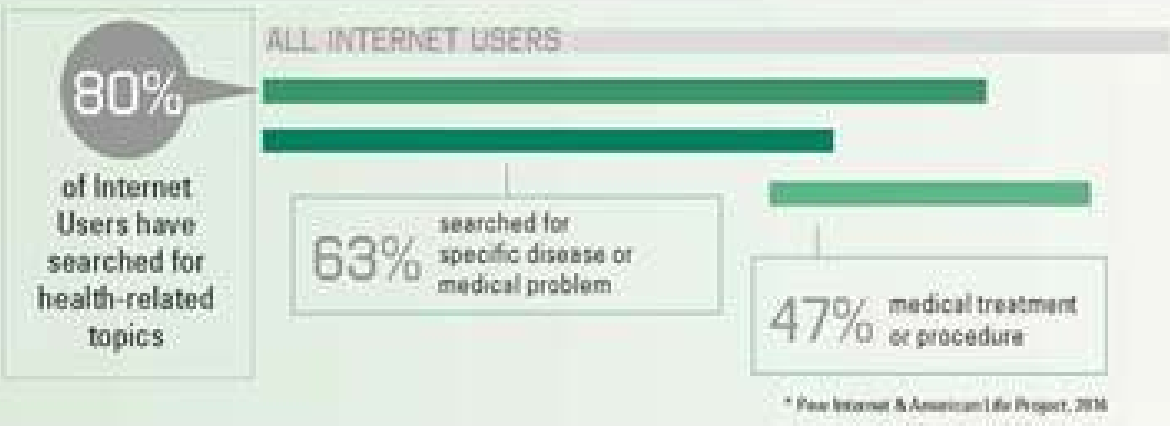




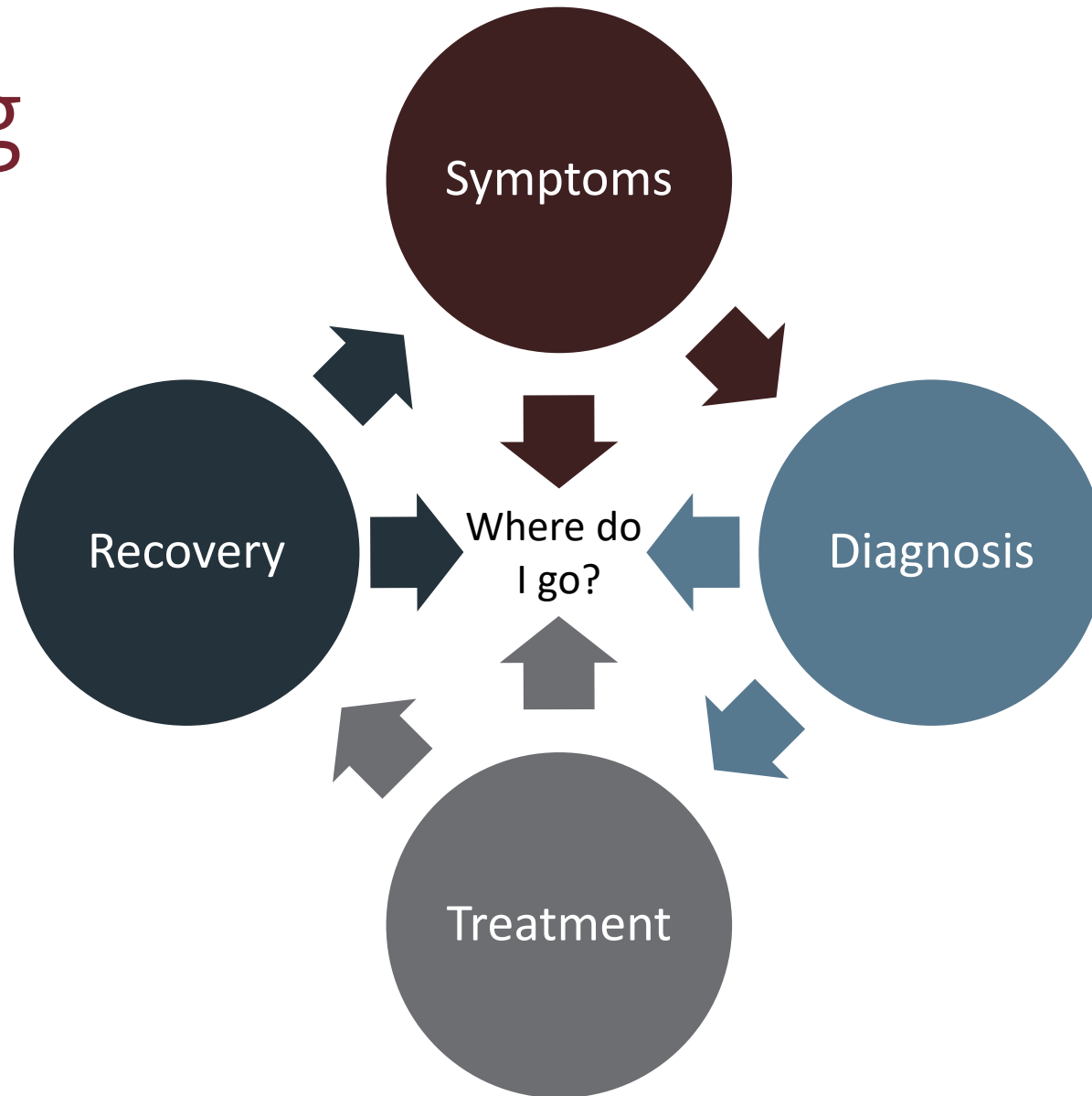
AVERA ONLINE STATS

TOP 5 MOST VISITED AVERA PAGES

-  AVERA CHART
-  HOMEPAGE
-  CAREERS
-  DOCTORS
-  BABY PHOTOS

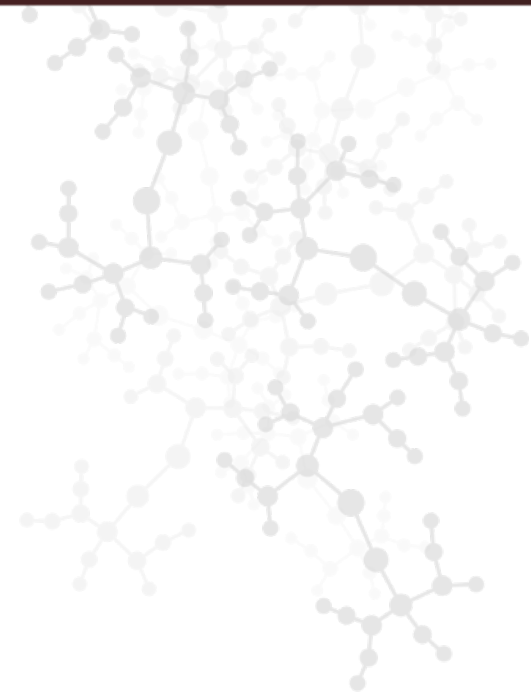


The Buying Cycle



The Shift

- 9,000+ pages => 3,000 pages
 - Eliminate redundant pages
 - Consistent rules for physicians and locations
 - Still celebrating the individuality of facilities
 - Large facilities have more behind them than smaller facilities
 - Interconnecting locations, services and physicians
- Evolving our content strategy to be consumer-centric



Gaining Buy-In

- Working with execs
 - Met at least monthly with senior leadership
- Governance committee
 - Broad representation
 - Pages and pages of governance rules
 - Need to be specific to the organization!



It's a Process...



Find a Physician
at this Location

Featured Health Services

- [Blood Diseases and Disorders](#)
- [Brain and Spine Care](#)
- [Cancer Care](#)
- [Digestive Health](#)
- [Emergency and Trauma](#)
- [Genetic Testing and Counseling](#)
- [Heart and Vascular Care](#)
- [Infectious Disease and Public Health](#)
- [Kidney Care](#)
- [Laboratory](#)
- [Nutrition](#)
- [Pain Management](#)
- [Pharmacy](#)
- [Pregnancy and Birth](#)
- [Radiology and Imaging](#)
- [Respiratory and Pulmonary Care](#)
- [Surgery](#)
- [Telemedicine](#)
- [Therapy and Rehabilitation](#)
- [Transplant](#)
- [Weight Management](#)
- [Wellness and Preventive Care](#)
- [Women's Health](#)
- [Wound Care](#)



Classes & Events Careers Avera Balance AveraNow

Health Services Find a Doctor Find a Location Patients & Visitors Find a Health Plan For Health Care Professionals Urgent, Evening & Weekend Care

Home > Find a Location > Avera McKennan Hospital & University Health Center



1325 S Cliff Avenue
PO Box 5045
Sioux Falls, SD 57105

Get Directions
Google Map &
Driving Directions

605-322-8000



Avera McKennan Hospital & University Health Center

Avera McKennan Hospital & University Health Center

As the flagship facility of the Avera Health System, Avera McKennan Hospital & University Health Center delivers comprehensive health care and extensive medical specialty services to residents of South Dakota, North Dakota, Minnesota, Nebraska and Iowa.

Innovative Health Services Close to Home

No matter where you live in the Upper Midwest, you and your doctor can rely on Avera McKennan for the same top-quality health services you'd find at major medical centers and regional referral facilities.

Get fast access to a wide range of specialists at Avera McKennan through our innovative [gCARE™ telemedicine](#) services, available at more than 300 Avera clinics and doctor offices across the region.

In the Sioux Falls area, you can visit the hospital or one of our affiliated primary care clinics, physician offices or walk-in/urgent care locations.

Also, learn about the largest building project in Sioux Falls history, [Avera on Louise](#), an innovative new health campus coming in 2020. View a [time-lapse video of the construction progress](#).

Advanced Technology & Expert Care

When you face a health challenge or live with a chronic condition, you want the best possible care for your situation. Trust Avera McKennan for an extensive array of advanced technology and services, including:

Contact Avera McKennan

Find out more about nationally recognized, top-quality, personalized health care for yourself and your family. Contact us online or call Avera McKennan Hospital & University Health Center in Sioux Falls, SD, at 805-322-8000.

Contact Us
Online

Avera McKennan Hospital & University Health Center

Avera McKennan Patients and Visitors

Volunteer at Avera McKennan

About Avera McKennan

Contact Avera McKennan

Art at Avera McKennan

Avera Children's Hospital

Avera McKennan Inpatient Rehab

Find a Physician
at this Location



Health Services Find a Doctor Find a Location Patients & Visitors Find a Health Plan For Health Care Professionals Urgent, Evening & Weekend Care

Home > Find a Location > Profile



Avera Cancer Institute at Mitchell

Avera Cancer Institute at Mitchell

Avera Cancer Institute, a Department of [Avera Queen of Peace Hospital](#), is dedicated to providing the highest quality of care through prevention and early detection, evidence-based therapies and a multidisciplinary approach guided by the philosophy of treating the whole person. Across the Avera system, Avera Cancer Institute has six major regional locations and 40 outreach sites. In Mitchell, SD, Avera Cancer Institute adjoins Avera Queen of Peace Hospital.

Avera Cancer Institute at Mitchell is accredited by the American College of Surgeons' Commission on Cancer.

An Institute Designed for Cancer Patients

Avera Cancer Institute at Mitchell is an environment of healing designed for patient comfort, privacy and dignity, offering multiple aspects of [cancer care](#) under one roof including:

- Medical Oncology
- Radiation Oncology, including brachytherapy
- Infusion services
- Surgical care
- Diagnostic imaging
- Telemedicine

Advanced Technology

Advanced cancer care technology includes the fully digital [Delta Infinity™](#) linear accelerator. This machine offers enhanced imaging and the capability for a full range of radiation treatments.

Supportive Services

You'll experience numerous supportive services, including nutrition counseling, chaplaincy, social work, support groups and survivorship care.

Outcomes Reporting

When deciding where to receive your cancer treatment, you want a program that is nationally accredited and even exceeds the average national outcomes in cancer care. The Avera Cancer Institute offers that program. We have published our [outcomes in cancer care](#) for your review. Read the latest [Avera Cancer Institute Annual Report](#).

Work at Avera

Join Avera, the Upper Midwest's health care leader, for an inspiring and exciting career. Search the possibilities below:

- All Avera jobs
- Physician practice openings
- Professional medical education

Avera also offers many [classes for health care professionals](#) and other [opportunities for health care professionals](#), including programs for pharmacy residency, radiologic technology and emergency medical services.

Find a Physician
at this Location

Featured Health Services

- [Cancer Care](#)
- [Laboratory](#)
- [Dermatology](#)
- [Telemedicine](#)
- [Women's Health](#)

More Avera Services

Contact the Avera Cancer Institute

Find out more about how you can get comprehensive cancer care services in a beautiful, patient-centered environment at Avera Cancer Institute in Mitchell.

605-995-5756

The New Avera.org

- Universal Events Calendar
- Links to providers, News and Associated facilities
- Foundation Area
- “I Want To” Button
 - Pay bill
 - Access AveraChart
 - Find a job
 - Register for a class or event
 - Look at baby pictures
- Services
 - Universal service story
 - Universal Education Information-one place that it talks about “this”
 - Drive to local services
 - Panel on the side of the webpage
 - Concise list of Health Services with similar naming structure

Physician->Location->Service Interconnections

Health Services

Cancer Care

- Avera Cancer Institute
- Cancer Screenings & Diagnosis
- Cancer Genetic Testing & Counseling
- Cancer Treatments
- Cancer Research & Clinical Trials
- Cancer Survivorship
- Cancer Resources
- Cancer Support Services
- Helmsley Trust
- Cancer Care Locations

Cancer Care

When you live with cancer or receive a cancer diagnosis, you want an experienced health care partner to help you through every stage of your journey. That's what makes [Avera Cancer Institute](#) your best choice.

Nationally Accredited Cancer Specialists

Gain from the expertise of Avera cancer specialists—including medical oncologists, hematologists, transplant physicians, gynecologic oncologists, genomic physicians, radiation oncologists, surgeons, genetic counselor and oncology-trained nurses—who work together to address your particular needs.

Genomic Medicine: Personalized Cancer Treatment

Trust Avera's leadership in [genomic medicine](#)—a precise and personalized, genomic-based, scientific approach to cancer care. This process identifies genetic mutations in the tumor so that treatment can be designed specifically to treat your specific case.

Expert Teams, Evidence-Based Approach

Rely on our highly skilled, multidisciplinary physicians who collaborate for your benefit by using evidence-based methods, such as bone marrow transplant, to deliver the best possible outcomes.

Advanced Technology Close to Home

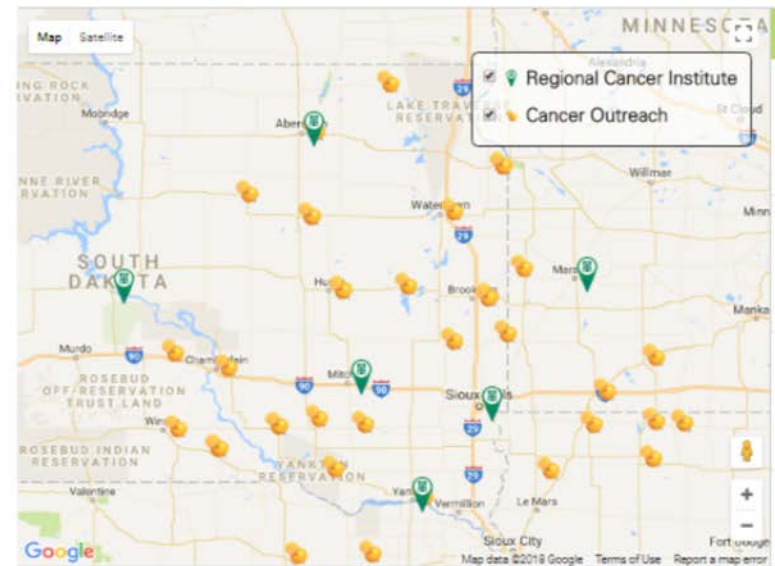
Enjoy the same advanced cancer care technology and treatments at Avera that you expect to find at major medical centers, including the

Cancer Care

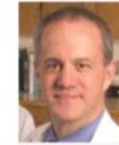
- Avera Cancer Institute
- Cancer Screenings & Diagnosis
- Cancer Genetic Testing & Counseling
- Cancer Treatments
- Cancer Research & Clinical Trials
- Cancer Survivorship
- Cancer Resources
- Cancer Support Services
- Helmsley Trust
- Cancer Care Locations

[View locations](#)

Avera Cancer Care Locations



Related Providers



Michael E. Peterson, MD
Radiation Oncology,
Oncology



Luis A. Rojas, MD, FACOG
Gynecologic Oncology,
Oncology



Brian Leyland-Jones, MB, BS, PhD
Hematology, Oncology



April J. Schnieder, CNP
Oncology



Glenn Preston, MD
Hematology, Oncology

[View More](#)

Physician Bio

- Physician data in Cactus – can't just claim that they're an expert in whatever they want
- Onboarding physician process to tag them appropriately
 - Photo
 - Coordinators and clinic managers work together
 - For those to be featured – interviewed by a writer for bio
 - Video in many cases
- Don't allow docs to have an outside website

The screenshot shows a professional physician bio page for Roberto Anel, MD, an Orthopedic Surgeon at Avera. The page features a header with the Avera logo and navigation links. A large photo of Dr. Anel is at the top, followed by his name and title. A quote reads: "It's a great feeling when you can turn a patient's day around just by addressing his or her health needs." Below this is a call to action: "Call this provider at 600-336-2638". The page is divided into sections: "Office Information" (listing COMC Orthopedics Avera Medical Center, 2000 E. 16th St., Sioux Falls, SD 57105, and contact numbers), "Profile" (with a "Military Orthopedic Surgeon" bio snippet and an "Orthopedic Care at Avera" video thumbnail), "Orthopedics and Sports Medicine" (listing various surgical specialties), "Personal Interests" (listing golfing, hiking, etc.), "Experience" (listing education at Loyola University Chicago and residency at Tripler Army Medical Center), "Teaching or Professional Positions" (listing a role at the Fort Belknap Academy of Orthopedic Surgery), and "Certifications" (listing American Board of Orthopedic Surgery). A "Follow Dr. Liddell's Blog in The Avera Story" section is also present. The footer includes the Avera logo, contact information, and social media links.

Previous Avera.org

The screenshot shows the Avera.org website homepage. At the top left is the Avera logo, and at the top right is the AveraChart logo with the text "View Your Medical Record". Below these is a green navigation bar with links: "Our Services", "Find a Location", "Find a Doctor", "Events Calendar", "Health Information", "Careers", and "Experience Avera".

The main content area features a "Quick Links" sidebar on the left with items: "Pay Your Bill Online", "Email a Patient", "Baby Photos", "Avera Foundations", and "Financial Assistance". To the right is a large green banner for "BACK PAIN GIVING YOU GRIEF? GET RELIEF." with a button that says "Take our free pain assessment >>".

Below the banner are three columns of content:

- Facility Quick Links:** A list of links to various Avera facilities: Avera St. Luke's, Avera Marshall, Avera Queen of Peace, Avera St. Mary's, Avera McKennan, Avera Sacred Heart, and Avera Heart Hospital. Below the list is a search prompt: "Search for an Avera facility by name, city, state, zip or service."
- Avera, A Health Ministry:** A paragraph describing Avera as a health ministry of the Benedictine and Presentation Sisters, followed by a "Learn more about Avera Health" link. Below this is the "Our Mission" section, which states Avera's mission is to make a positive impact in the lives and health of persons and communities by providing quality services guided by Christian values.
- Emergency vs. After-Hours Care:** A section with a heading and text: "Find an [urgent care clinic](#) for non-emergencies or an Avera [emergency department](#)." Below the text is a photo of an Avera building and a call to action: "Call 911 if you have chest pain."

At the bottom right, there is a "Recent News" section with three items:

- [Avera Cancer Institute Opens 24/7 Navigation Center](#) (February 26, 2016)
- [New Home Opens for Avera Cancer Institute Aberdeen](#) (January 21, 2016)
- [Becker's Hospital Review Recognizes Avera McKennan and Avera Queen of Peace](#) (January 12, 2016)

Below the news items is a "Poses... just because!" fundraiser banner for the Avera Foundation, featuring a rose and the text "\$25/dollar PLACE YOUR ORDER Avera".

New Avera.org

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Home > Services > Women's Health

Women's Health

Schedule Your Mammogram & Annual Checkup

Make time for yourself and your health. Find an Avera Health or Avera Medical Group provider near you and call to schedule your mammogram and annual checkup today.

At some Avera locations, you may be able to schedule your mammogram appointment online or take advantage of our mobile mammography service at an outreach site close to home.

[Schedule your checkup](#)

Women's Health

Keep yourself healthy so you can take better care of all the other important aspects of your life. Women's health services through Avera Health and Avera Medical Group (AMG) can help.

Women's Health Services at Avera

Take advantage of our expert physicians and care teams who deliver top-quality women's health care in comfortable, welcoming environments. You'll find us close to home at locations in five states across the Upper Midwest, including South Dakota, North Dakota, Minnesota, Iowa and Nebraska.

In addition to annual exams and **women's health primary care**, you also benefit from our woman-focused treatment and services for:

- Blood pressure
- Cholesterol
- Diabetes
- **Gynecological concerns**
- Menopause-related conditions
- Mental health needs and concerns
- **Pregnancy care and birthing services**
- Sleep disorders
- Weight management
- **Wellness, preventive care and fitness programs**
- **Women's physical therapy**

Feel Better NOW

You're too busy to be sick. You need to see a doctor, but you don't have time to make an appointment. Choose the **AveraNOW** app for fast access to a video chat with an Avera Health primary care provider. Even if you're not already part of the Avera Health family, AveraNOW works for you.

Get Ready for Baby

Every pregnancy is different, during and after pregnancy when you choose Avera Health for a birthing experience focused on your preferences and needs. Find out how our skilled and compassionate care teams address all aspects of health for you and your baby.

I want to ...

- Pay My Bill
- Release Medical Records
- Send a Greeting
- View Baby Photos
- Donate Blood
- Login to MyHealthPlan
- Request a Prayer
- Sign up for Avera Daily Reflections

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Find a Doctor → **Find a Location →** **Find a Health Plan →**

I want to

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- Sign up for Avera Daily Reflections

Avera specializes in

- Cardiology
- Emergency & Trauma Services
- Neuroscience Services
- Cancer Services

[View all Avera services](#)

Cancer Genetic Testing & Genomic Medicine – What's the Difference?

With amazing advances in technology, cancer screening and treatment, patients can now be personalized beyond age and gender to the smallest, most genetic level possible. ... [Read More](#)

ARE YOU COVERED?

Prepare for Uncertainty: Get Insured Now

What is going to happen with the Affordable Care Act and the individual health insurance market is anybody's guess at this point. ... [Read More](#)

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Rapid City Couple Finds Solution in Search for Medicare Supplement

A few years ago, Ronald and Judy O'Connell of Rapid City found themselves looking around for better Medicare Supplement insurance coverage. ... [Read More](#)

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Upcoming Events

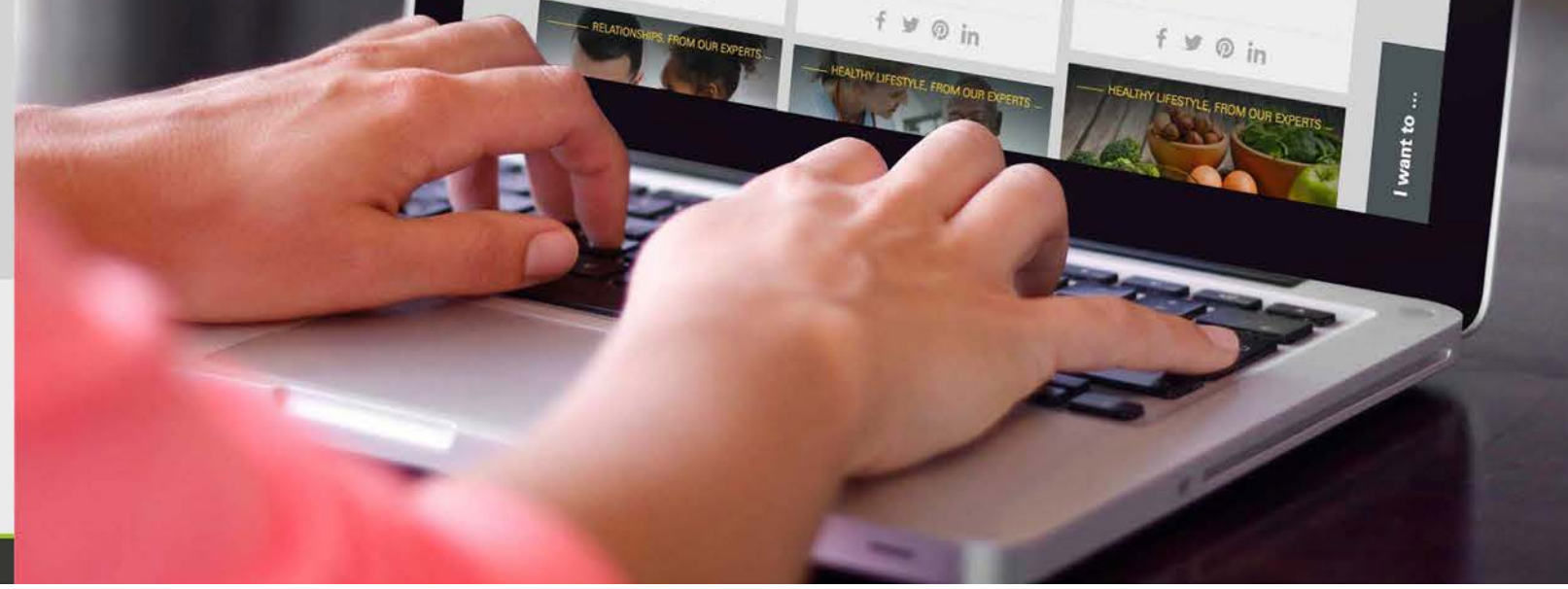
18 Avera Health Services: Hip Replacement for Uncertainty: Get Insured Now

18 Avera Health Services: Total Joint Replacement Close to Home Can Cure Knee and Hip Issues

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LifeCenter: Unbalanced Avera

Avera is a health industry leader in the Great Plains. Our mission is to make a positive impact in the lives and health of people and communities by providing quality services guided by Christian values.



Supplemental Insurance

OCTOBER 09, 2017 | AVERA WRITERS

Rapid City Couple Finds Solution in Search for Medicare Supplement

A few years ago, Ronald and Judy O'Connell of Rapid City found themselves looking around for better Medicare Supplement insurance coverage. "We had ours for years, but they came up with..." [READ MORE](#)

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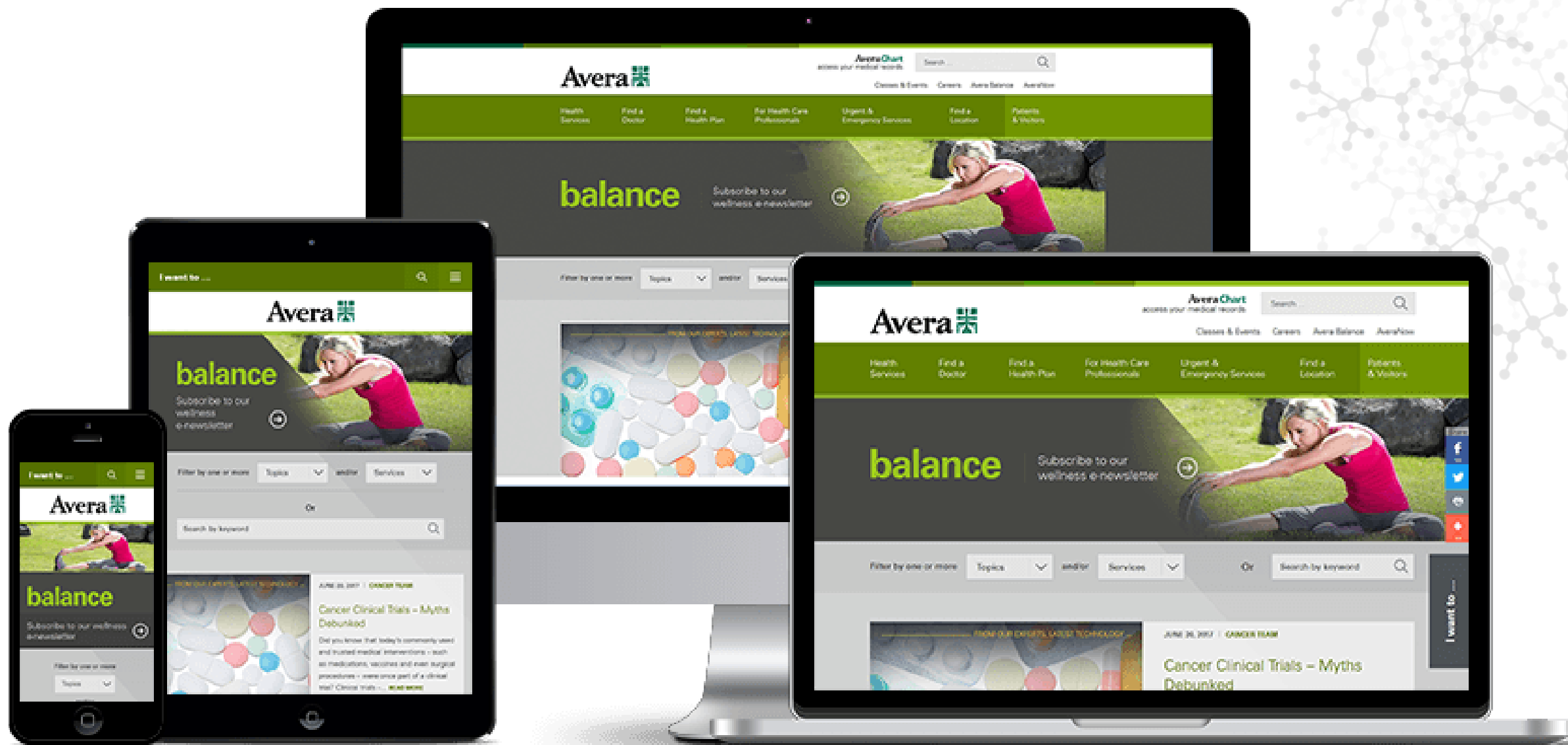
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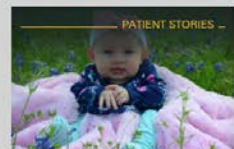
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Cancer Clinical Trials – Myths Debunked

Did you know that today's commonly used and trusted medical interventions – such as medications, vaccines and even surgical procedures – were once part of a clinical trial? Clinical trials –... [READ MORE](#)



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From Texas to Sioux Falls: Cleft Repair Shows Instant Benefits (Part 2)

This is the second part of Emmalynn's story. Read the first part. It wasn't long before Brooke Lowe-Farmer noticed the benefits of her daughter Emmalynn's surgery to repair her cleft lip. ... [READ MORE](#)



JUNE 19, 2017 | AVERA WRITERS

Wound Healing Awareness Can Save Limbs – and Lives

For most of us, a wound is a temporary setback, something we clean up, treat with the appropriate bandage and keep an eye on as it heals. You might not realize... [READ MORE](#)



JUNE 16, 2017 | NUTRITION TEAM

How to Get the Best Fruits from Your Store

You hear it every day: eat more fruit! It's good for you and perfect for summer. But if you're new to fruit or you have two or three kinds you always... [READ MORE](#)



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- Respiratory and Pulmonary Care
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- Urgent Care
- Urology
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- Wellness and Preventive Care
- Women's Health
- Wound Care

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- Latest Technology
- Patient Stories
- Recipes
- Relationships
- Your Health Dollar

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MAY 17, 2017
AVERA WRITERS

New Moms Need Baby Steps, Too: Getting Back in Shape after Baby

From the "We're expecting!" confirmation to the blessings of the birth itself, moms are busy planning and preparing for life as a parent.

Once baby arrives, it can be easy to just focus on baby and let go of fitness goals.

Sioux Falls mom Jessica Carmody decided not long after her daughter Elle was born, she was ready to get moving.

"I've always been active and wanted to get my energy level back up and just move," said Carmody, 30, who works in health care marketing. "All moms returning to exercise should drink plenty of water. It is especially important for breastfeeding moms as it helps with milk production.

Carmody knew she needed 30-60 minutes of daily exercise, but didn't want to be in the gym so much.

"We got out for family walks, and I would play Pilates DVDs at home or just try and squeeze exercise in here and there. Every bit helps," she said. "For me, it was all about getting outside and moving, and eating a balanced diet with plenty of fruits and veggies."

Moving Brings Benefits

Annie Stewart, MD, Avera Medical Group Obstetrics & Gynecology physician said exercise will benefit most moms.

"About a week after birth, most women who have had uncomplicated deliveries can resume activity, but it's best to talk to your doctor if you had a complicated birth or C-section," she said. "Activity has so many great benefits for a new mom, and it can help increase overall energy levels by releasing hormones that make us feel good."

Stewart said exercise also brings the added benefit of helping rid extra weight from pregnancy.

"We know that exercise can really decrease postpartum depression," she said. "I recommend they start small and go; return to your pregnancy exercise routine, then slowly ramp up to pre-pregnancy levels."

Postpartum nutrition helps you stay active. Nursing moms can burn an additional 500 calories a

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Avera balance HEALTH + WELLNESS TIPS FOR YOUR LIFE

Bouncing Back to Fitness After Baby Arrives

Get some insight from a new mom and a doctor on steps to take to return to a more active lifestyle once baby has arrived.

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Creative Salads at the Root of Healthy Summer Eating

Eat more veggies and fruit – salads can help you do just that! This ongoing guide will help you build the best-tasting salads all summer long.

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Balance Health Tips

Brian Dix, DPM

"If your summer is lacking fun due to foot and ankle pain, let's work together. We'll find a solution and get you back to work or back to enjoying this season of fun."

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JUN 13 Skin Cancer Prevention and Treatment

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