

How Avera Designed Modern Healthcare's Website of the Year



Ben Dillon

Chief Strategy Officer, Geometric

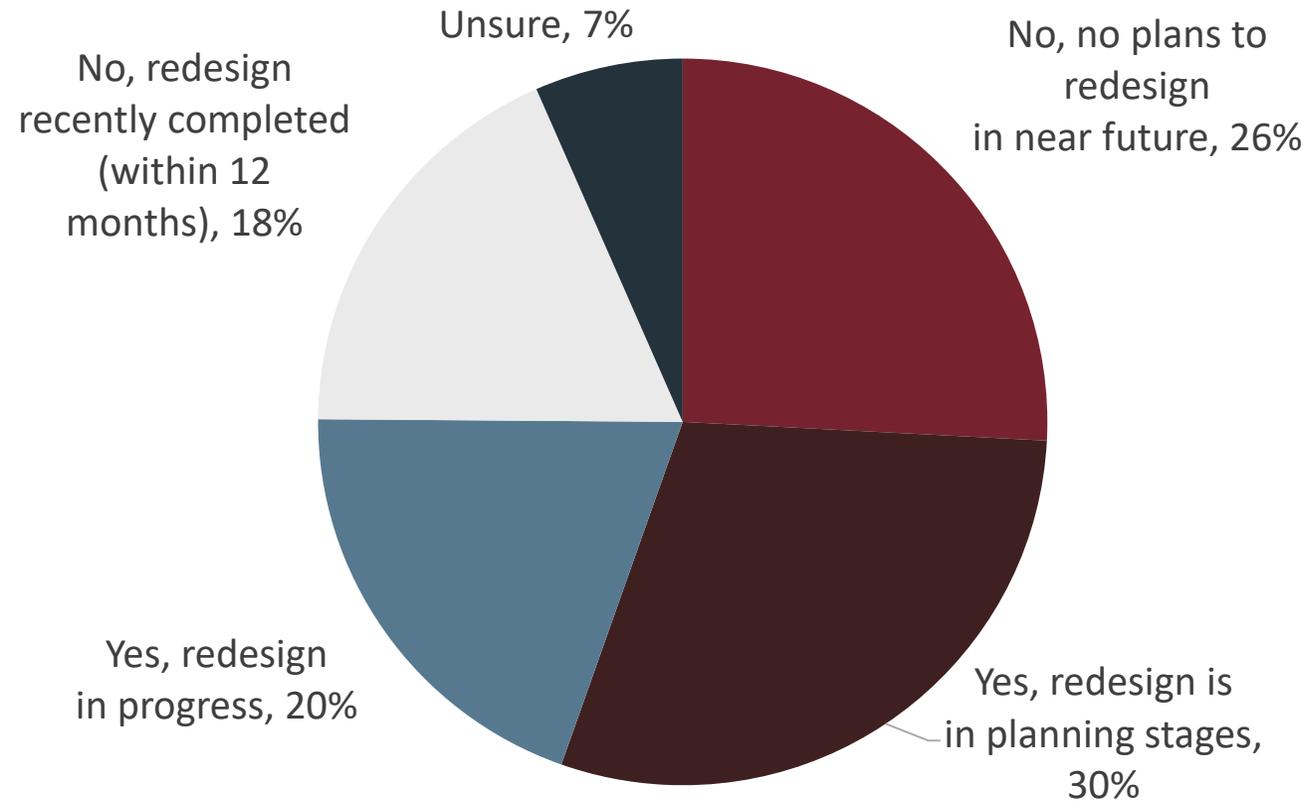
- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD President & *eHealthcare Strategy & Trends* Editorial Advisory Board Member
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering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





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

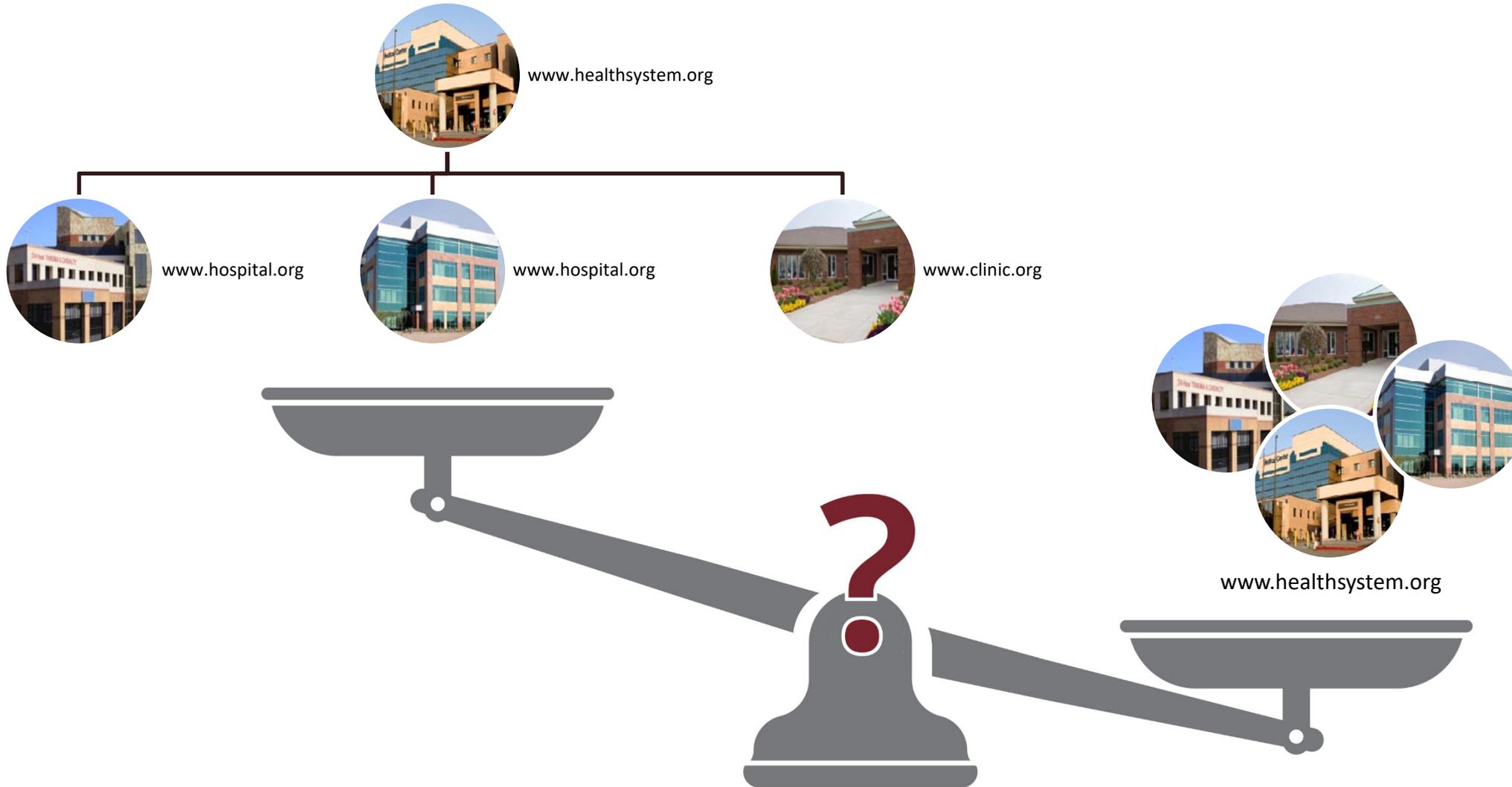
Plan To Redesign





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

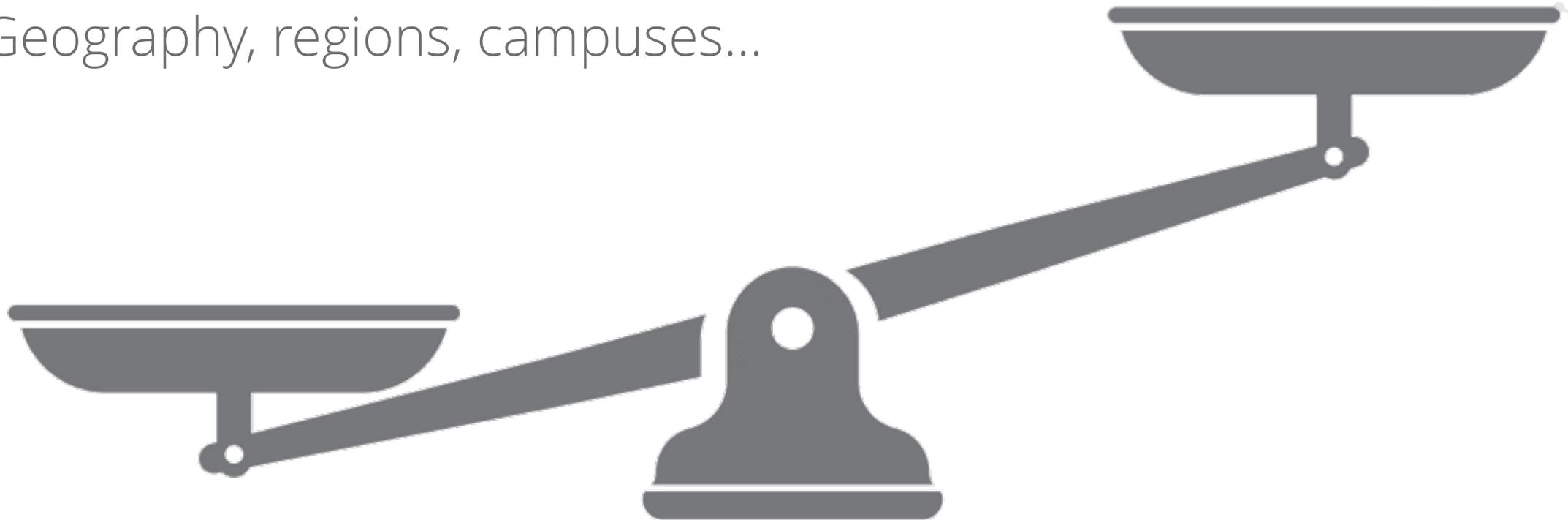
One Experience with Robust Locations

- 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...

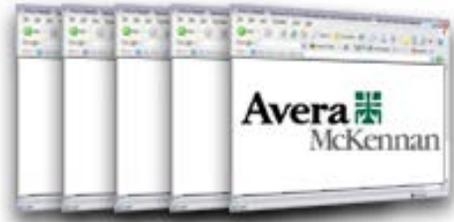


Avera's Evolution





Avera Corporate Website

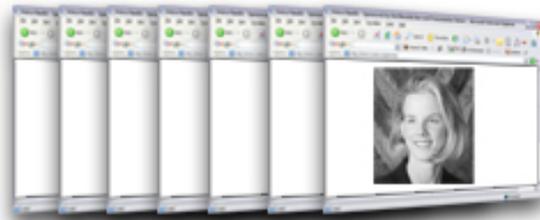


Avera Regional Hospital Websites



Avera McKennan Affiliated Clinics

Physicians at Spencer Family Care

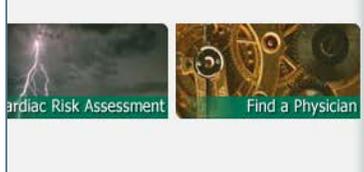


Dr. Sherry Tighe, MD's web site

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.

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



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) 322-4542
Hours of Operation
8:00 a.m. - 5:00 p.m. CT
Monday - Friday
service@averahshealthplans.com

New Product



Health care benefits for individuals



A Member Service for Avera Plans



Avera St. Luke's

Find a Doctor
Find a Facility
Classes & Events
Health Library
Avera Health Plans

Quick Links
Gift Shop
Small Business
Pay Your Bill Online
Charity
Become a Volunteer
Charitable Giving
Physician Referrals
Cannabidiol
For Employees

About Us
Patients & Visitors
Our Services
Jobs
News
Contact Us

Search St. Luke's
305 South State Street
Aberdeen, SD 57401
Phone: 605-422-5000



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
Tuesday, Feb. 15 is the last day to get tickets for an evening of fun, food and heart healthy information on Feb. 21 with "Dueling Dietitians" (8PM) by [Steve and Joanne Sharpe](#) from Avera Heart Hospital of South Dakota. Tickets for this three-course dinner theater style event at the Aberdeen Ramkota are \$20 at [Coca-Cola 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

Gift Shop

Construction Update

Newsroom

McGregory Clinic Avera

Welcome to our Family of Care
Over 50 providers offering family medicine, pediatrics, internal medicine, OB/GYN, and surgical services for the community.

Welcome to McGregor Clinic Avera
Our family of care would like to welcome you! For over 50 years, McGregor 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 with access to the latest healthcare services in the region.

McGregory Clinic Avera - Together, We're Caring for Life
© 2017 Avera McKennan | 322-4700 | 322-4700

Avera Behavioral Health Center

South Dakota's Leader in Behavioral Health Care
Avera McKennan 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.](#)

© 2017 Avera McKennan | 322-4700 | 322-4700

Avera McKennan Hospital & University Health Center

Quick Links
View My Baby Photos
Sioux Falls Area Newsroom
Order Gifts for Patients
CaringBridge
Avera McKennan Foundation
Email a Patient
Pay Your Bill Online
Sign up for E-Health News
Gifts on Display
Find a Clinical Study
Medical Education
Become a Volunteer

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

AUDIO PODCASTS NOW ONLINE
LISTEN TO OUR HEALTH EXPERTS

House Calls

Introducing the New Avera McKennan 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 McKennan News & Events
[View the latest Avera McKennan news.](#)
[View upcoming Avera McKennan events.](#)
[Sign up for our monthly E-Health news.](#)

About Avera McKennan
Avera McKennan 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.](#)

The image displays a grid of 12 screenshots from the Avera website, showcasing various services and programs. Each screenshot includes the Avera logo and navigation elements. The pages are:

- Top Row:**
 - Left:** Avera Women's Specialty Clinics. Features a 'Think Pink' campaign and a 'Cancer Heart' logo.
 - Middle:** Avera Health Plans. Promotes 'Healthcare with a plan' and includes 'Avera MyPlan', 'Avera Advantage', and 'Flu Shots'.
 - Right:** McGreevy Clinic Avera. Welcomes users to the family of care and highlights the 'McGreevy Clinic Avera'.
- Second Row:**
 - Left:** Avera Children's Services. Focuses on pediatric care and includes a 'Parent Member of Excellence' badge.
 - Middle:** Avera Advantage. Promotes 'Medicare Advantage Plans' and 'Avera MyPlan'.
 - Right:** Avera Sports Institute. Features 'Look no further' and 'Kinetic Golf Performance'.
- Third Row:**
 - Left:** Avera Health Plans. Promotes 'Quality at the Point of Service - Partners in Practice'.
 - Middle:** Avera Marshall Regional Medical Center. Features 'Avera II' and 'Avera III' centers.
 - Right:** Avera Sports Institute. Promotes 'Kinetic Golf Performance' and 'READY, SET, PLAY'.
- Bottom Row:**
 - Left:** Avera Health Plans. Promotes 'Employee Assistance Program'.
 - Middle:** Avera Heart CARE. Promotes 'Avera Heart CARE' and 'FREE Heart Health Assessment'.
 - Right:** The Daughtership Skincare House. Promotes 'The Daughtership Skincare House' and 'A PLACE OF DIGNITY, A PLACE OF PRIDE, A PLACE OF HOPE'.



Avera 2.0



Our Facilities



Avera McKennan



Avera Queen of Peace



Avera Sacred Heart



Avera St. Luke's



Avera Marshall

[View All >](#)



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 

Search Avera

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

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 

Search Avera

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

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](#)



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

About Us
Patients & Visitors
Our Services
Employment
Medical Education
Healthy Living

Avera 

Search Avera

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

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](#)



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.

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](#)

About Us
Our Services
Visiting Specialists
Patients & Visitors
Employment
Foundation
News
Contact Us
For Employees

[Find us on Facebook](#)

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

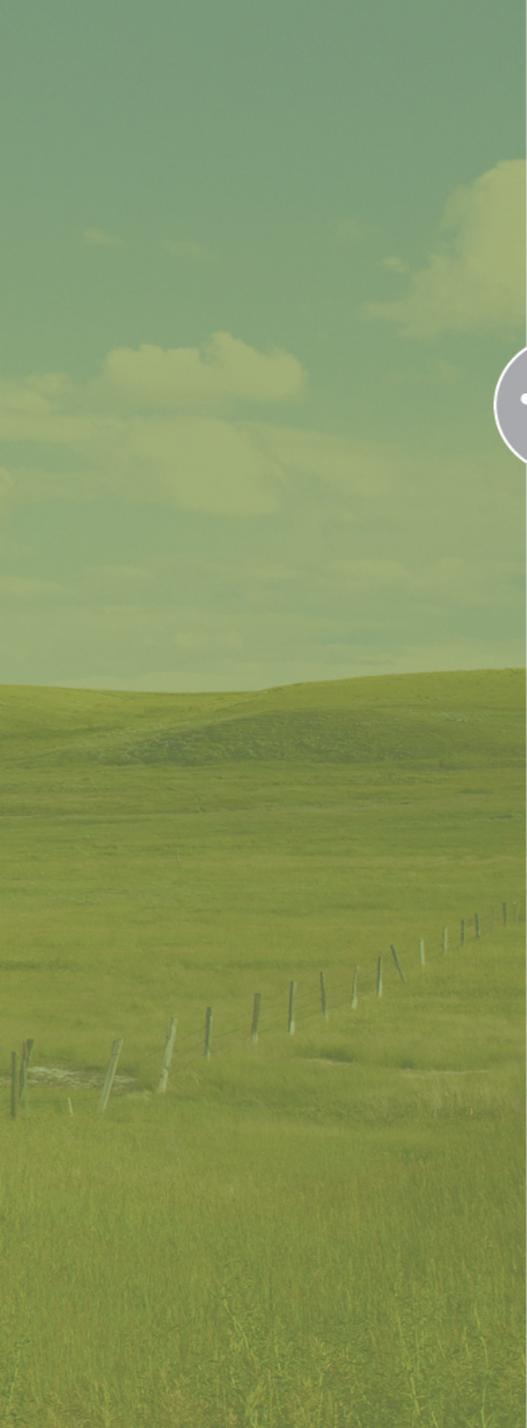
Avera By The Numbers

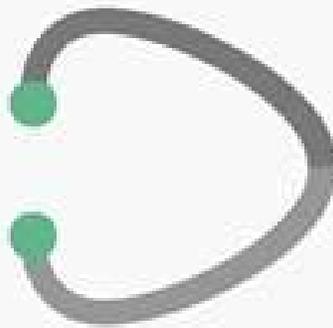
33 Hospitals

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

80%

of Internet Users have searched for health-related topics

ALL INTERNET USERS



63%

searched for specific disease or medical problem

47%

medical treatment or procedure

* Pew Internet & American Life Project, 2010

64k



7k



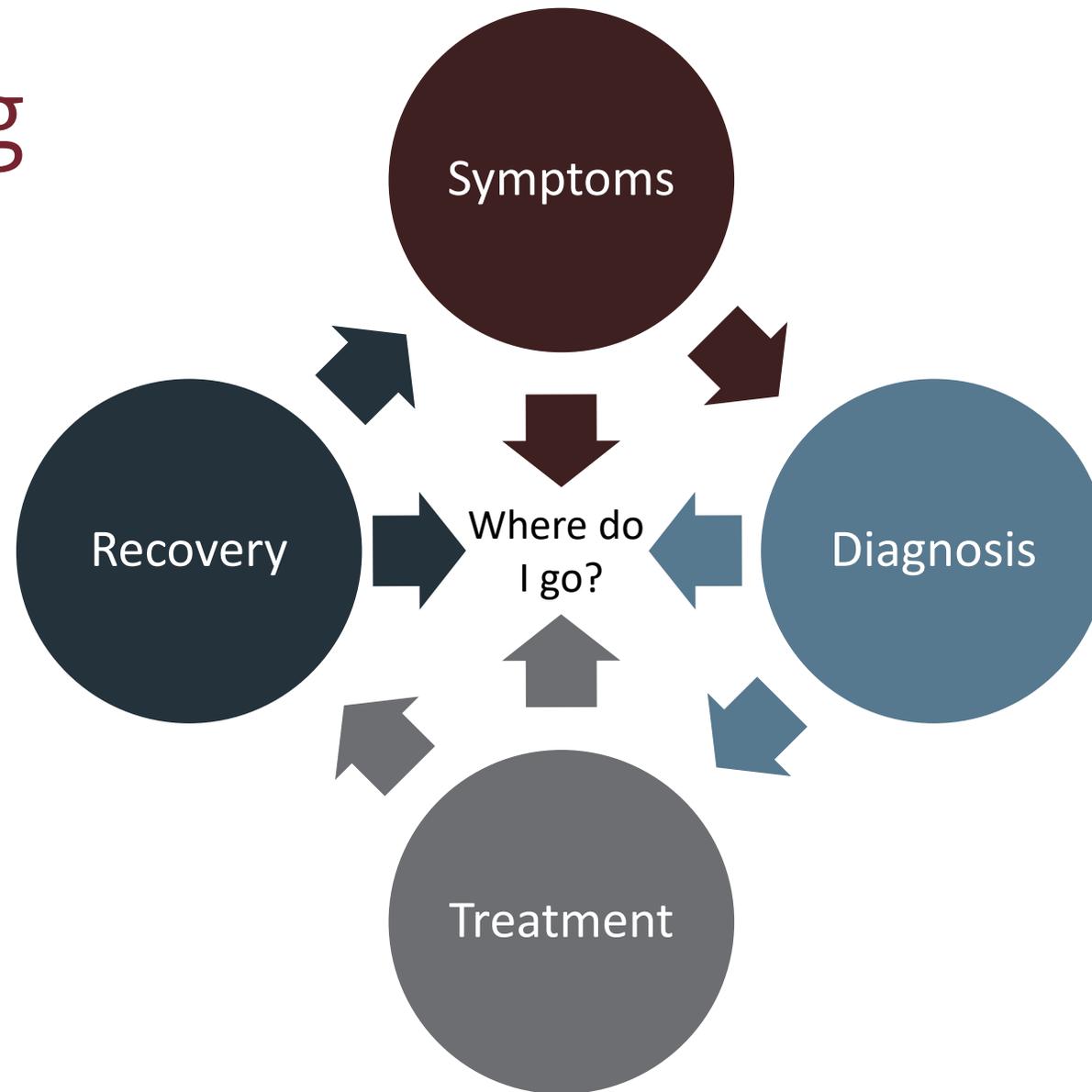
29k



DEVICE SESSIONS



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

605 N Foster St
Mitchell, SD 57301

Get Directions
Google Map &
Driving Directions

605-995-5756
Fax: 605-995-5750

Find a Physician
at this Location

Featured Health Services

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

More Avera Services

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.

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. The 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

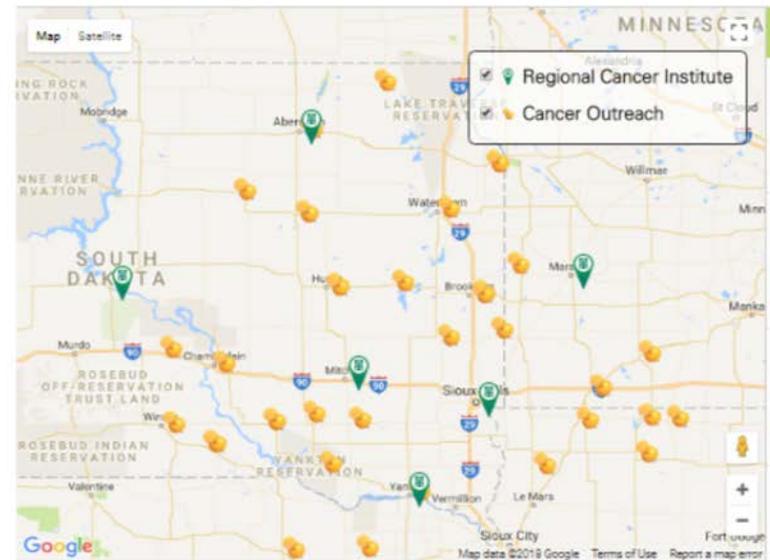
Enjoy the same advanced cancer care technology and treatments at Avera that you expect to find at major medical centers, including the

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, on the Avera website. 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: "Roberto Anel, MD, Appointing in Family Medicine". 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 CORC Orthopaedic Avera Medical Center), "Profile" (highlighting his military and expanded experiences), "Orthopaedics and Sports Medicine" (listing various surgical procedures), "Personal Interests" (listing golfing, hiking, etc.), "Experience" (listing education, residency, and certifications), and "Teaching or Professional Positions" (listing his role as a resident and instructor). The page also includes a "Follow Dr. Liddell's Blog in The Avera Story" section and a footer with 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 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". The central banner is titled "BACK PAIN GIVING YOU GRIEF? GET RELIEF." and includes 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 section titled "Our Mission" and a section titled "Looking for Health Insurance?" which mentions "Avera Health Plans".
- Emergency vs. After-Hours Care:** A section with text about finding urgent care or emergency departments, 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 news items, and a "Poses... just because!" fundraiser banner for the Avera Foundation.

New Avera.org

The screenshot shows the Avera.org website with a green header. The main navigation includes 'Health Services', 'Find a Doctor', 'Find a Location', 'Find a Health Plan', 'Patients & Visitors', 'For Healthcare Professionals', and 'Urgent Care & Emergency Services'. The breadcrumb trail reads 'Home > Services > Women's Health'. The main content area features a large image of a woman stretching, with the text 'Women's Health' overlaid. Below this is a section titled 'Schedule Your Mammogram & Annual Checkup' with a 'Schedule your checkup' button. To the left, there is a sidebar with a 'Breast Health' section containing links for 'Gynecology & Reproductive Health', 'Women's Health Primary Care', 'Women's Health Care', and 'Women's Health Therapy Services'. Below this is a 'Feel Better NOW' section with the Avera NOW logo and text about finding a doctor. At the bottom, there is a 'Get Ready for Baby' section with a list of services: Blood pressure, Cholesterol, Diabetes, Obstetric services, Menopause-related conditions, Mental health needs and concerns, Pregnancy care and birthing services, Sleep disorders, Weight management, Wellness, preventive care and fitness programs, and Women's physical therapy.

The screenshot shows the Avera.org website with a green header. The main navigation includes 'Classes & Events', 'Careers', 'Contact', 'Avera Balance', and 'AveraNow'. The breadcrumb trail reads 'Home > Services > Women's Health'. The main content area features a large image of a couple walking a dog in a park, with three call-to-action buttons: 'Find a Doctor →', 'Find a Location →', and 'Find a Health Plan →'. Below this is a 'I want to' section with a list of services: Pay My Bill, Release Medical Records, Send a Greeting, View Baby Photos, Donate Blood, Login to MyHealthPlan, Request a Prayer, and Sign up for Avera Daily Reflections. At the bottom, there is a section titled 'Avera specializes in' with four service highlights: Cardiology, Emergency & Trauma Services, Neuroscience Services, and Cancer Services. A 'View all Avera services' button is located at the bottom center.

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LifeCenter: Unbalanced Avera. Avera is a health industry leader in the region. 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.



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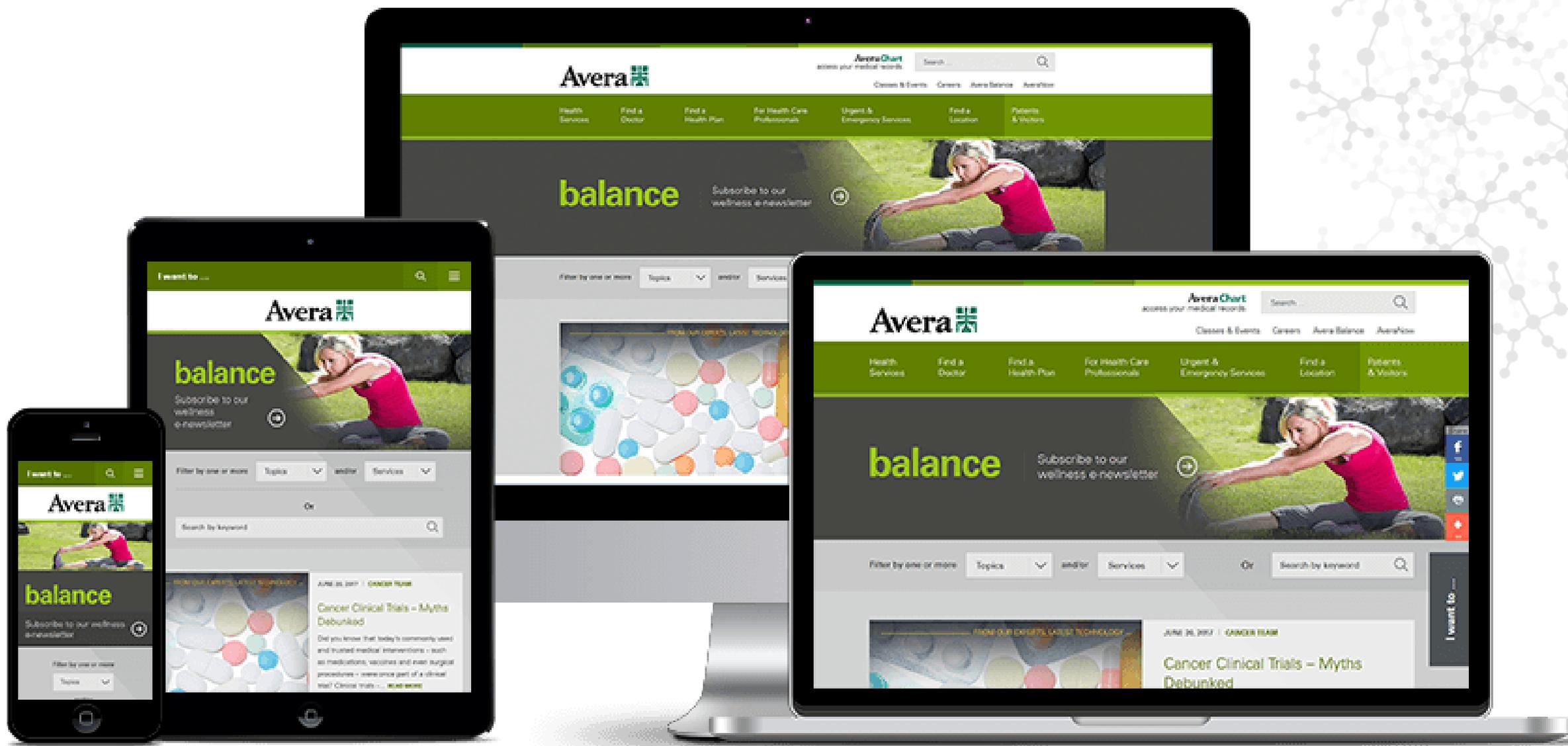
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- Latest Technology
- Patient Stories
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- Relationships
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MAY 17, 2017
AVERA WRITERS

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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Bouncing Back to Fitness After Baby Arrives

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You just need your noggin – and these great ideas – to keep the chant of "I'm bored!" at bay now that school's out.

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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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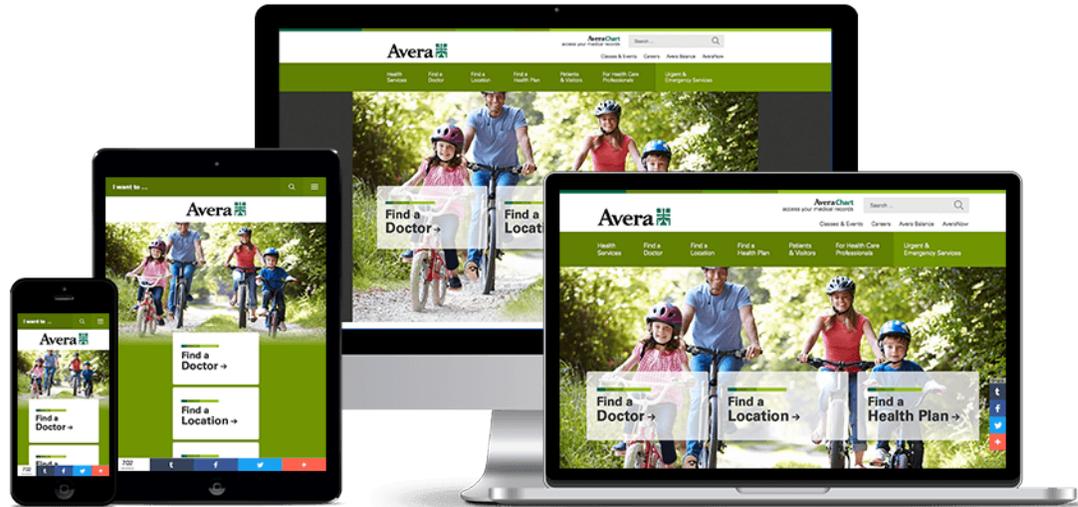


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JUN 13 **Skin Cancer Prevention and Treatment**

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