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REACH Maine Marketing launches new, mobile friendly website for MDI Hospital, www.mdihospital.org

Ellsworth, Maine, September 29, 2015 – REACH Maine Marketing is excited to announce the launch of the new MDI Hospital website. Featuring bold images representing the services and culture of the hospital as well as life on Mount Desert Island, the clean design works effectively on mobile phones as well as desktop computers. Visitors can easily access information about hospital services, health centers, news stories, events, and job openings as well as gain access to the hospital's patient and giving portals.

MDI Hospital Public Affairs Officer, Oka Hutchins, led the hospital team in the selection of REACH and the development of the site. "The community response to our new site has been instant and outstanding. We've heard that the new site is clean, easy to navigate, high-tech and beautiful," she said. "As a healthcare organization, our needs were very specific, and so was my vision for our new site. The REACH team delivered exactly what we wanted – a fresh, easy to navigate, mobile optimized website that highlights the many facets of what we do and our exceptional care providers and health centers."

"We're very proud of the site we built for the hospital. Their marketing team was great to work with and we really enjoyed coming up with solutions to give them everything they needed in their online presence," said Tim Archambault, REACH Maine Marketing Director. "We consider the MDI Hospital site a showcase for REACH Maine Marketing; when you visit the website you can really see what our team has to offer."

"The hospital wanted a fresh new look that was easy for visitors to navigate," said Jane Birkhead, Digital Marketing Manager at REACH Maine Marketing. "They needed a site that is easy to maintain so their own staff could add and update content on a daily basis. We were able to give them the tools they need to keep their site content fresh and relevant."

Visit www.mdihospital.org to browse the new MDI Hospital site and visit www.REACHmaine.com to learn more about the services offered by REACH Maine Marketing.

