

Wendy White and Carol Sardinha Introduce New HBA Website

Wendy White, the Healthcare Businesswomen's Association (HBA) internet strategist and global lead of web initiatives, and Carol Sardinha, editor for online news, introduced the [HBA's newly redesigned website](#) to members at the 2007 Leadership Institute on December 5, 2007.

Wendy, also president of Siren Interactive, was responsible for creating a strategy for the project, selecting a vendor, and overseeing development. Editorial process and writing guidelines were provided by Carol Sardinha.

The goal of the new website is to provide the HBA with an integrated online presence. To accomplish this goal, a number of distinctive features were added, including:

- Direct portal to all HBA chapter/affiliate web pages
- Enhanced interactivity to foster a sense of community
- Streamlined process that expedites delivery of up-to-date news and information
- Different levels of engagement for visitors and various member types
- Member profiles, homepages, and affinity groups
- Guidelines for posting and editorial review of chapter/affiliate news
- HBA branding that also allows for chapter/affiliate identity

Wendy and Carol also [launched an eBulletin for HBA](#). Like the website, the eBulletin will help members stay current with HBA news, events, and resources.