

University of Pittsburgh – School of Dental Medicine (SDM)

Prequel Assists, PITT Dental Smiles

The University of Pittsburgh's School of Dental Medicine (SDM) looked for ways to differentiate itself from other dental school programs. With the goal of using the Internet as an informational tool, the SDM contracted Mullen Advertising to design a visually compelling web site that offered new and significant functionality to students, alumni and prospective students. Mullen selected Prequel to develop the complex programming components that power much of this functionality.



Overview

Organization Overview

The School of Dental Medicine (SDM) has been an integral part of the University of Pittsburgh's growth for over a century. Established in 1896 as an independent institution named the Pittsburgh Dental College, the school was incorporated into the University in 1905. A member of the American Dental Education Association (ADEA), the School of Dental Medicine is fully accredited by the Commission on Dental Accreditation of the American Dental Association (ADA).

The Challenge

Already a very successful program, the School of Dental Medicine wanted to be able to convey the full breadth of its capability and accomplishments to prospective students and the community at large. The SDM believed that increased Internet presence via a professional and informational web site would best demonstrate this message and differentiate the SDM from other dental schools by highlighting their unique programs.

The Solution

Working with Mullen Advertising's Pittsburgh office, Prequel developed many of the "behind the scenes" components associated with the web site redesign effort. In direct response to the SDM's requirement for the site to be friendly and informational to prospective students, Prequel developed a dynamic site map and comprehensive site search function. These tools simplify support and make it easy to navigate in and around the site. Additionally, Prequel worked cooperatively with the Mullen interactive team to leverage the Microsoft Active Directory in

Profile

Pitt's School of Dental Medicine has been an integral component of the University's growth for over a century. Pitt Dental, a member of the ADEA, is fully accredited by the ADA.

Business Need

Pitt's SDM desired a better means of communicating their message and the capabilities of their program to prospective students, existing students, and alumni.

Benefits

The newly designed web site, through increased functionality and information available to the Internet user community, has allowed SDM's administrative staff to concentrate on other more pressing matters.

Technology Services Provided

Application development services

order to create an interactive personnel directory. Combining Mullen's user interface expertise with Prequel's skill in technology development proved to be a successful combination for the SDM.

Benefits

The new web site has met all of the requirements that were outlined by the SDM. Prospective students are able to retrieve information about SDM programs, track the status of their application, and understand the advantages of living in Pittsburgh. Existing students have access to many interactive functions including: a calendar of events, personnel directory and up-to-the-minute class information. Alumni have access to an entirely new set of features that help them interact as a community and also act as mentors for prospective students.

Perhaps the most important benefits have been realized by the SDM staff. The new web site dramatically reduces the amount of their time required for web site administration and allows them to focus on educating future dentists.

For More Information

For more information about Prequel Solutions call us at 724.820.1575

visit us on the web at: www.prequelsolutions.com

or email info@prequelsolutions.com

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