

New online HIFU resource centre

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The Winterbourne Hospital is part of BMI Healthcare, Britain's leading provider of independent healthcare with nearly fifty hospitals nationwide performing more complex surgery than any other private healthcare provider in the country. The Winterbourne hospital has recently launched their new Dorset HIFU centre website, built by Bournemouth's web design and development agency, Adido Solutions.

HIFU (High Intensity Focused Ultrasound) is a new technique for treating prostate cancer. Ultrasound has been used for medical imaging for many years, but recently the technology has been developed so that it can be used for treatment as well as diagnosis. HIFU is being studied around the world to treat all types of cancer and soft tissue diseases.

Adido Solutions worked closely with Winterbourne Hospital Marketing department to come up with a website primarily as an information source for people with prostate cancer, respective family members or loved ones. The idea for the website was part of the Winterbourne's marketing strategy and was to be the focal point of information. Previous to the website information packs were distributed which started to get expensive and was not environmentally friendly; a greener and quicker source of information was available via the website.

Alex Othold, Director of Adido Solutions said; "The staff at the Winterbourne Hospital were a pleasure to work with. A website is key to any marketing strategy and provides instant information. The HIFU website has been such a success that a website for the Orthopaedic department is in the design and development process as we speak!"

Adido's content management system, Dub3, gives businesses and website owners all the tools necessary to build and maintain their own online presence effectively without costing the earth. Users of Dub3 only need to know about their industry and customers, not about web coding or design. Staff at the Winterbourne Hospital will now be able to update their website with ease and at no extra cost. This keeps the content on their website fresh and gives the ability to edit, upload, insert the information they like, when they would like to!

Marketing & Bookings Manager for BMI The Winterbourne Hospital, Graeme Stephens, said;
"I have been especially impressed with the service that I have received from all at Adido, and the ease of the CMS in terms of update and the webstats. The design is excellent and the communication and speed of build first class."

For more information please contact Kirsty Fawcett at Adido Solutions Limited on 0845 260 2343 or email press@adido-solutions.com

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We are an innovative web design agency based in Bournemouth, Dorset & Southampton, Hampshire in the UK. We build websites using the latest web design, web development and online promotion techniques to help our clients make the most of the Internet. As one of the fastest growing web design agencies in the area, we help businesses to use the Internet to reduce costs, enhance communications and increase profit in every way possible.

[You can find this press release here](#)