

EMG Wins Second W³ Silver for protons.com

Date: 11-15-2007 04:15 PM CET

Category: [Advertising, Media Consulting, Marketing Research](#)

Press release from: [Earthbound Media Group](#)

Agency: **Earthbound Media Group**



IRVINE, CA –The silver W³ prize awarded to the ULV virtual tour was just the beginning! Earthbound Media Group (EMG) is proud to announce that protons.com – the website for the Proton Treatment Center at Loma Linda University Medical Center (LLUMC) - also won a silver award for the 2007 W³ Awards.

A triumph of usability and design, the site earned the prestigious honor in the highly competitive Healthcare Services category. Judged by the International Academy of the Visual Arts, the recognition is a testament to many hours of hard work and dedication to detail from the EMG team.

And once again, the project's inclusion with other esteemed W³ winners from large advertising agencies and Fortune 500 companies demonstrates that EMG is producing work rivaling the best in the industry.

"I'm thrilled that protons.com has been honored with a W³ award," said EMG's SEO & Analytics Team Lead Jeff Lawrence. "We're proud of the fact that we have created an immense patient experience that encompasses rich media, patient testimonials and the ability to schedule a consultation all online."

Additionally, protons.com is supported by a highly structured back end. Built in partnership with Interwoven's TeamSite CMS application, the site's content is easily updatable by LLUMC staff and is search engine optimized to maximize and drive traffic.

"Protons.com also has a number of technologies in place behind the scenes including Interwoven's TeamSite, Google Analytics, Omniture Site Catalyst, Google Search Appliance, and Baynote," Lawrence continued. "These technologies allow us and the Loma Linda University Medical Center team to make constant revisions, further enhancing the visitor experience."

Ultimately, protons.com is designed to be a comprehensive resource for current and future patients. It also clearly presents LLUMC's impressive history and advanced treatment approach. Streaming video clips that feature patient testimonials and a virtual tour designed to familiarize patients with the proton therapy process are just two key aspects meant to increase patient knowledge and comfort level.

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Earthbound Media Group (EMG) is a full-service creative communications agency. Driven by groundbreaking ideas, inspired

design and forward thinking solutions, we work toward a common goal - to evolve and optimize the digital and visual landscape of our clients' business operating, marketing and information technology endeavors. Filling the void in the traditional interactive, marketing and advertising industries, EMG offers a service-, solution- and industry-agnostic approach that rises above the labels of "marketing," "interactive," or "advertising." EMG bridges the gap between marketing, IT and business strategy, making it a collaborative effort to improve return on investment and the bottom line.

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