

Deb Monfette, Portfolio Sample

Client: The American Academy of Anti-Aging Medicine (A4M)

Project: Design a website for a new postgraduate school, an educational outreach program for the A4M. Craft content, integrate the multimedia courses, and assist with developing the workflow.

Objectives: Attendance at conferences was down. The need was to keep members up to date with accreditations on the latest advancements in preventative medicine. But, they had to meet the needs of busy professionals. The website would be the information center for online learning.

Key Components:

1. Integrate the courses into the organization's website.
2. Include content that serves as an informational hub and trusted resource for education on preventative medicine.
3. Be creative with a limited budget and staff.

Home Page

Tagline: We Are Reshaping Your World...

Copy Closeup:

Why should I take online classes?

The 3 top "Key Advantages" of online learning are:

1. Convenience

Login when you want and where you want, even in the comfort of your office, home, or travels as long as you have an Internet connection.

2. An Engaging and Innovative Online Learning Experience using the power of the Internet, advanced computer technology, and multimedia. We want to keep you up to date on all the latest advancements, involving enriching video, captivating audio, and text.

3. Affordable and Time Savings

Reduces travel time and travel costs. The London School offers discounted rates, up to 30% off. And, no travel expenses, or taking you away from your day to day businesses to receive accreditation.

Copy Closeup:

The Future is now!

Everyday, in hospitals and physicians' offices across America and increasingly around the world, medical practitioners are turning to the Internet for information to enable them to make informed decisions for their patients... **authoritative, accurate, easy-to-access, and understandable online medical content will fundamentally change the paradigm of providing patient care...**

It will improve the quality and safety of care delivered by empowering healthcare providers to make informed decisions.

Medscape General Medicine

Physicians of the Future Will Use Online Content at the Point-of-Care to Guide Their Decisions. The Future Is Now! by, Rick G. Kulkarni, MD



Example of Course Listings (3 of 16 Course Segments) Infectious Disease: Infection Protection

1. The Role of Microbes: Bacteria, Viruses, Fungi and Parasites
Includes an audio interview: The Role of Viruses, the Immune System, and Lifestyle in Infectious Disease: Dr. John B. Symes and Dr. Ronald Klatz

2. Influenza: Seasonal and Avian: A Medical Overview
Includes video segments from the USGS

3. Top Ten Strategies for Optimizing Immune Function: Strategy # 2: Part 1: Natural Immune Enhancement: The 4 Major Body Systems

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