

## Case study

### Dr Moss & Partners, Harrogate

We were asked by Dr Moss and Partners, a Harrogate based doctors' practice, to build them a new website to coincide with the refurbishment of their premises.

It soon became apparent that what they needed first were some branding and identity guidelines to enable them to present the practice in a consistent manner.

The Partners held a weekend workshop to discuss their core values and what was important to them as doctors and professionals in caring for their patients.

What came out top were:

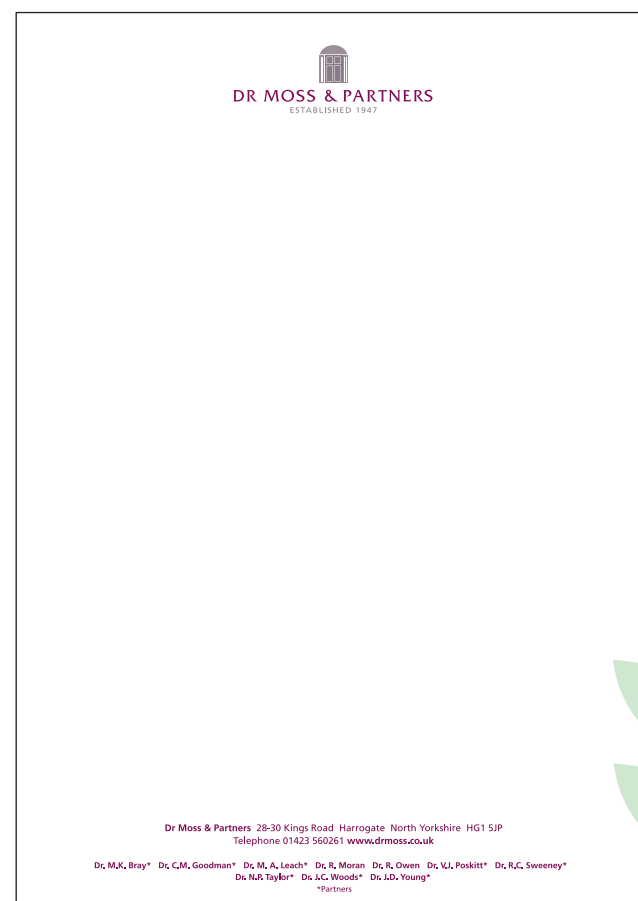
- High quality patient care
- Town centre location
- A sense of tradition

We took all of these into account when proposing a logo and branding for the practice. We presented several designs and the Partners chose a design route.

From this we developed the final logo, a website design, stationery and signage. This allows the practice to present a consistent and professional image via the web, email, post and on the premises.

The new website allows patients to find important information quickly and easily, to book appointments online via SystmOne, and to order repeat prescriptions.

All of these features also reduce the load on the Reception Staff.



The new website design incorporates several features for ease of use by patients and by staff.

The four large buttons on the home page make it quick and easy to access the most frequently wanted pages.

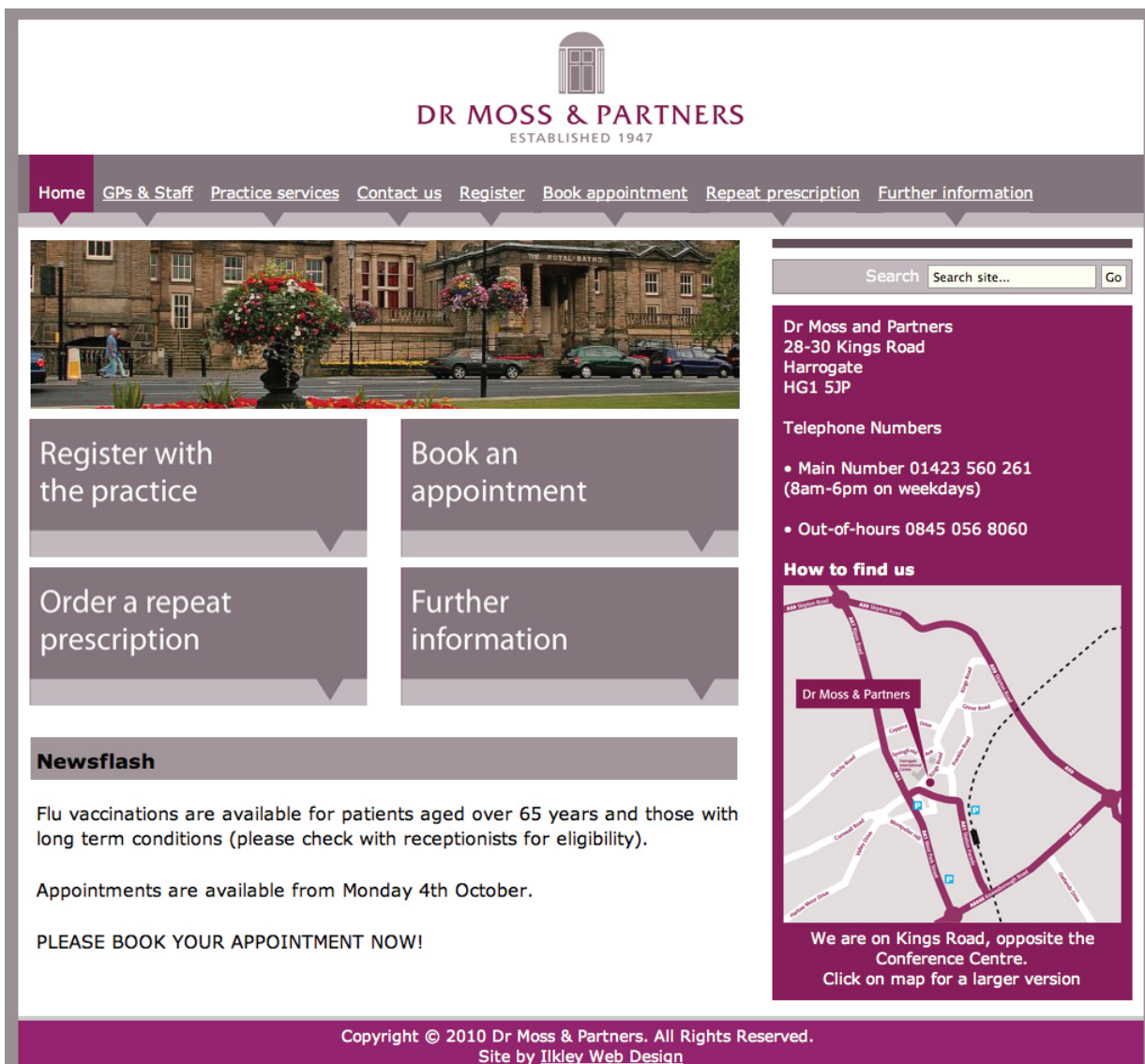
The larger font size used and overall colour scheme are designed for legibility and accessibility for users, old and young alike.

The site is run on Joomla, a popular content management system. This makes it easier for staff to keep it up-to-date and can also provide an intranet for distributing internal practice documents. These can be accessed from either home or practice.

After the site went live Chris Watson, Practice Manager, said:

*"It was a great pleasure to work with Dales Web Design to update our branding and web site. The new design has a clean professional look which has impressed staff and patients alike."*

*Dales Web Design has provided us with a platform which meets our current needs, but which will allow us to expand and add extra features in the future."*



**DR MOSS & PARTNERS**  
ESTABLISHED 1947

Home GPs & Staff Practice services Contact us Register Book appointment Repeat prescription Further information

Search  Search site... Go

Dr Moss and Partners  
28-30 Kings Road  
Harrogate  
HG1 5JP

Telephone Numbers

- Main Number 01423 560 261 (8am-6pm on weekdays)
- Out-of-hours 0845 056 8060

**How to find us**

We are on Kings Road, opposite the Conference Centre.  
Click on map for a larger version

**Newsflash**

Flu vaccinations are available for patients aged over 65 years and those with long term conditions (please check with receptionists for eligibility).

Appointments are available from Monday 4th October.

**PLEASE BOOK YOUR APPOINTMENT NOW!**

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