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FOR IMMEDIATE RELEASE

St. James Mercy Launches New Website

February 28, 2011...Hornell, NY...St. James Mercy Hospital is pleased to announce the launch of its completely redesigned public website at www.StJamesMercy.org. The new website has a fresh, modern look and streamlined navigation to help visitors easily find information on health care services and providers.

"We did an intense website analysis and survey to determine what visitors are looking for," said Bonnie Welch, Chief Information Officer. "Our goal was to make the website more pleasing to the eye, easier to navigate, and user-friendly."

The new home page highlights the three most commonly areas accessed by visitors – Find A Doctor, Services & Clinics, and Careers. Over the next eighteen months, St. James Mercy will introduce new features, navigation, and content on its public website to make it easier for people to interact with the hospital.

"We encourage feedback and suggestions for strengthening our online presence," said Ms. Welch.

For more information visit www.StJamesMercy.org or contact Kate Kreger, Director of Business Development & Marketing, at 607-324-8233 (kkreger@sjmh.org).

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