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Access to ER Wait Times and Hospital Services at Your Fingertips.

Woodland Heights introduces new quick launch Web App to Connect with an Increasingly Mobile Community

Lufkin, TX (August 10, 2011) -- In the world of mobile technology there are a few “must haves” for every smartphone – quick access to your favorite restaurant, music, social networking sites and, now, Woodland Heights Medical Center.

Want to know the average wait time for the ER at Woodland Heights? It's just one touch away. The same goes for directions and maps to the facility, contact information for hospital services and much more. By downloading a quick launch web app button onto your iPhone™, Droid™ or Blackberry™, accessing the recently launched Woodland Heights mobile site is easier than ever.

"Our goal is to reduce the time it takes our community to get the information they want or need about the hospital," said Casey Robertson, CEO of Woodland Heights. "Whether someone is headed to a health seminar, has a question about a service or needs to check our ER wait time, it's all available via our new mobile website. By downloading our quick launch web app, anyone with a smartphone can get fast access to our mobile site."

Another “techie” advance the community might have noticed is the QR Code (that's short for Quick Release Code) Woodland Heights has begun using in its ER advertising. It's a square bar code that is becoming more and more standard on advertising and in catalogs. Smartphones with barcode reading applications, which are available for free, can scan the code and be directed to the hospital's mobile site – where they can download the quick launch web app. Our community can also download the hospital's app, by going to www.woodlandheights.net.

Residents in the Lufkin area may have spotted Woodland Heights' recently released billboards on Hwy. 59 South across from Sam's Club and Hwy. 94 West toward Hudson, which also includes the same rolling wait time average – a convenient reminder of your hometown hospital's commitment to quality and fast ER care.

"It's all about convenience," said Robertson. "We're using new technology to make sure the community can connect with us and have quick access to the services they need."

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