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CHOICE Advisory Services: Multiuse, Internet-Accessible Database

Challenge

CHOICE Advisory Services provides free consulting services to West Coast seniors searching for retirement living communities or in-home care services. CHOICE asked Metric Media to enhance their website, developing it into an easy to-use site for hosting and managing their database. The Web interface had to serve the varied needs of public users, clients (such as senior care providers and advertisers), and CHOICE staff.

Task

At Metric Media, we implemented client- and staff-focused web tools to greatly increase the usefulness of the site so that better assessments could be made for the seniors in need.

- **Created search tools** that allow CHOICE to match clients with appropriate providers of senior or retirement housing and care services.
- **Designed interactive mapping features** that allow clients and staff to search for housing and care services geographically.
- **Developed online review and approval tools** for use by CHOICE staff to directly benefit clients and public by making database changes easier and faster. The CHOICE graphic design department can

now post ad proofs and receive client feedback through the website. These tools also enable CHOICE administrative staff to request verification of the broad list of care information stored for each housing provider and to implement approval tools on the website.

By **building the system around a central database**, Metric Media ensured that all elements—the internal tools, the public website, and the business-to-business communications—could be updated universally with minimal effort. This way all users of the system would receive the same information at all times.

Result

Due to Metric Media's implementation of these new tools, CHOICE now has an integrated system with improved data control and database access for a variety of users with varying needs. Moving forward, CHOICE can now make better evaluations and suggestions for their clients needing retirement communities or in-home care services.