



124 South Maple Street, Ambler PA 19002

Increase Your Net Results

## NEWS RELEASE

**Contact:** Heidi Merscher  
CCO  
Phone 215-643-2492  
Fax 215-283-2335  
hmerscher@netreach.com

### **Drexel School of Public Health uses NetReach's cmScribe advanced content management system (CMS) software for first national diversity preparedness clearinghouse.**

**AMBLER, PA – June 16, 2008** –Drexel University's School of Public Health has launched the National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities. It is the first national online database of resources focused on preparedness issues as they relate to racial/ethnic diverse populations. The fully content-managed web portal uses cmScribe's new advanced software tools designed to deliver thousands of annotated and cross-referenced resources.

Dr. Dennis P. Andrulis, associate dean for research at the Drexel University School of Public Health and the director of the school's Center for Health Equality—who also serves as the principal investigator on the clearinghouse project—chose NetReach as the technology partner to architect and develop the site and web database in December 2007. The project is funded as part of an initiative of the Office of Minority Health, U.S. Department of Health and Human Services.

The modern, secure and encrypted browser-based applications produced using the new tools are familiar and easy-to-use. Jonathan Purtle, Health Policy Analyst on the

—more—

clearinghouse project said “We were extremely impressed with how user friendly the site is to update and maintain. We’ve been busy making changes to the clearinghouse and adding resources since our tutorial. I can’t get over how easy it is to add new resources!”

The eagerly anticipated web site and database was designed and deployed in under five months. It offers the opportunity for the School of Public Health to bring together national, state and local resources to promote innovation, information exchange and program development across the spectrum of preparedness priorities. The website features:

- Resource management and editing
- Submittal of resources from outside parties
- Resource browsing capabilities
- Powerful search and filtering capabilities

NetReach created a set of application building tools to handle complex relational database projects within cmScribe—going beyond competitive content management systems (CMS) offerings. The tools provide flexible, extremely rapid prototyping and deployment of manageable, easily updated, scalable web database applications based on the .NET platform. These browser-based applications enhance productivity and interactivity through Web Services and provide centralized transaction processing and maintenance with distributed clients; which is especially helpful in the case of Dr. Andrulis’s international team of researchers and analysts who collaborate from various geographic locations.

“Our experience developing similar projects and complex data-driven applications provided us with the insight to create a system that can quickly deploy and manage applications in half the time of custom development methods,” according to Stephen Bouikidis, Executive VP of NetReach, “The long term cost of ownership is significantly lower due to zero code maintenance, and the easy-to-update nature of the system.”

—more—

## **About the National Resource Center on Advancing Emergency Preparedness for Culturally Diverse Communities**

The mission of the National Resource Center is to provide a central and comprehensive database of resources and an information exchange portal for individuals, communities, government, emergency personnel, first responders, health care providers, public health professionals, researchers, businesses and policymakers to advance emergency preparedness and eliminate disparities for racial and ethnic communities across all stages of an emergency event. News, updates and events within the field will also be featured. Learn more at: <http://www.diversitypreparedness.org/>

## **About NetReach**

NetReach was founded in 1994 with a vision to help businesses fully capitalize on the opportunities created by the Internet. Today the company continues its commitment to increasing an organization's return on its internet investment through [cmScribe](#), its premiere web-based content management system (CMS), browser-based software that allows non-technical users to build and maintain highly dynamic websites. cmScribe is built on the .NET 2.0 platform and is programmatically compliant with W3C and Section 508 of the Americans with Disabilities Act. cmScribe uses a generous role-based licensing scheme and is currently deployed in mid-tier applications across diverse business sectors including Healthcare, Legal and Financial, Real Estate, Non-Profit, Chemical & Industrial, Publishing and Education. For more information, please visit <http://www.netreach.com>

#####