

IMIA Website Report to the IMIA Conference 2009 at Istanbul

The new appearance of the IMIA website www.imia.com was introduced in February 2007 and has proven successful and is well accepted.

Since last conference in Gleneagles, quite a good number of new papers and documents were added to the Library, as well as a few more new Interesting Claims and the latest country reports. The latest additions are always on top of the earlier ones, i.e. easy to trace. Interesting claims extracted from IMIA working group papers now include a directly linked to the respective paper.

The IMIA Executive Committee is very glad to note that the continuous increase of the number of visitors of our website continued enjoyably throughout the year. The number of monthly unique visitors is now near at 2500, the number of pages seen per month has exceeded 15,000 and papers / documents downloaded 550. The monthly website records are detailed down to the individual page / document seen and thus allow conclusion as to what visitors of the IMIA website are interested in. The documents on the top ten hit list changes only slightly from month to month. The documents seen / downloaded most frequently are IMIA working group papers, preferably the newer ones, but also some much earlier ones. Also great interest is shown in examples of policy wordings and clauses, IMIA statistics and country reports.

The search function is certainly very helpful for visitors in accessing the information or paper they are looking for.

The new papers presented at the Istanbul conference this year will soon be - if not already - shown on the website, either under Library or on the Members' Area.

The Members' Area includes now a new menu item which opens a list of the last three or four IMIA News Sheets. These can be seen on the website now and downloaded.

Maintenance and service costs have been kept at a very economical level thanks to the CMS (content management system) allowing the Secretariat to do a great deal of the work on the website without involving our external service.

The IMIA website continues to be a very important tool for opening IMIA's work to the widest community of interested people and organizations and thereby the best marketing tool of our organization and for attracting new members.

We trust that promoting the website by delegates has much contributed to the high number of website visitors.

The IMIA EC also very much appreciates the support of delegates by providing new Short or External Papers and Interesting Claims.