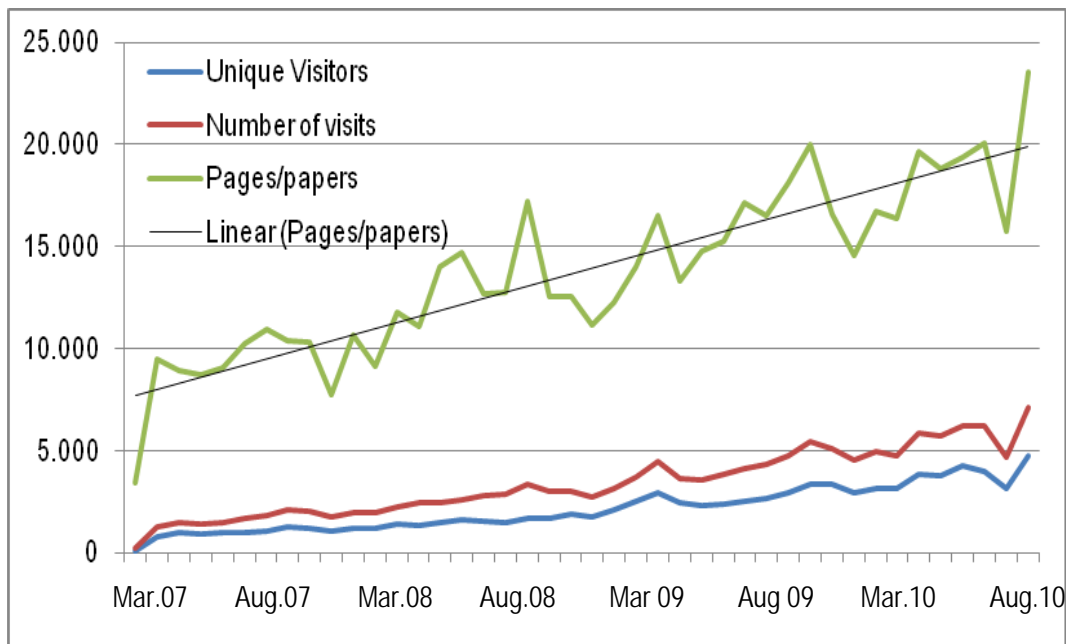


IMIA Website Report to the IMIA Conference 2010 Berlin

When you open the IMIA website www.imia.com today you will note a revised appearance, mainly effected by a new picture which we will exchange also in future. If you have an interesting one suitable for our home page please send to the Secretary.

Our Internet website has proven successful and is well accepted. Since last conference in Istanbul, 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. Since last year we also keep the latest five issues of the IMIA News Sheet on the Members' Area which previously had only been distributed by e-mail.

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 grew from March 2007 to August 2010 from 80 to 4,000, the number of all monthly visits from 200 to 6,800 and the number of pages/documents seen per month went from 3,500 to 21,000.

The monthly website reports 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.
- Examples of policy wordings and clauses,
- IMIA statistics,
- Interesting Claims 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 Berlin conference this year will soon be - if not already - shown on the website, either under Library or on the Members' Area. We will also place a video clip on the website as eye catcher with some typical spots of our work recorded from the conference.

Maintenance and service costs have again 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.

Promoting the IMIA website by delegates will further contribute to the high number of website visitors.

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