

# Wisconsin Hospital Association: Launches redesigned website and rebrand

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*It's easier than ever to find information on health care policy, legislative updates, and WHA's advocacy efforts*

The Wisconsin Hospital Association (WHA) is known for its impactful bipartisan advocacy on behalf of its members, allowing hospitals and health systems to provide high-quality, affordable, accessible health care for Wisconsin families and communities. Today, WHA launched a redesigned website and rebrand of its logo to more accurately reflect its strong advocacy leadership in Wisconsin and Washington, D.C.

WHA strives to be the premier source of information on Wisconsin health policy and legislative activity, and the redesigned website at [www.wha.org](http://www.wha.org) includes:

- Improved website navigation and layout to make it easier to find key information
- Enhanced customer experience by providing focused topic areas on the site for easy access to data and materials – as well as key issues on the top of each major webpage
- A rotator on the homepage to feature key messages / issues
- Featured **Health Care Topics A-Z** in the top navigation
- More prominently featured WHA products such as the WHA Information Center, PricePoint, CheckPoint and the WHA Quality Center so users can get to those

resources quickly

WHA organized the website based upon key word and webpage searches, and then made that information prominent to provide a better customer experience by putting materials and data right at the user's fingertips.