

Commission for Patient and Public Involvement in Health (CPPIH) To Launch ATG- Powered Public Health Portal

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New portal will co-ordinate information sharing between commission bodies and offer the public a greater voice in health related decisions

ATG (Art Technology Group, Inc.), a leading provider of innovative software applications for commerce and customer self-service, today announced that the Commission for Patient and Public Involvement in Health (CPPIH) as part of its strategy to enable individuals and communities to have ownership of their health, will launch a new nation-wide knowledge management portal built on its ATG 6 software applications.

The Commission is an independent non-governmental body set up in January 2003 to establish a new system for patient and public involvement in health in England. It will give everyone a voice in decisions that affect not just their own health and that of their local community, but also the health of the nation.

The Commission's head office is in Birmingham and there will be nine regional centres, assisting over 100 not for profit Local Network Providers (LNPs) who will support and enable local community involvement through almost 600 Patient and Public Involvement Forums (PPI Forums) all over England.

Laura McMurtrie, Chief Executive at the CPPIH, commented:

"The Commission is committed to delivering a system which will bring about a real culture change in health and health services for the future. To achieve this it is vital that we put more power into the hands of local people. The new portal will play an important part in helping achieve this goal and co-ordinate our activities and information resources."

In conjunction with outsourcing and integration company CSC, ATG will provide a portal to co-ordinate information dissemination between the CPPIH's regional centres and PPI forums as well as information sharing between the PPI Forums. The portal will also provide the forums with access to CPPIH administrative systems and email. When fully operational, the portal will provide the general public with access to information published by the regional centres and PPI forums and the ability to engage in communities and forums on health issues.

The Commission will make particular use of ATG's Scenario Personalisation™ technology that enables an organisation to personalise every single process or interaction according to a user's interests, segment, market, and history.

This technology will enable the CPPIH to deliver personalised information to users. The portal is being specifically designed to be widely and easily accessible. It will be available in a number of languages, provide access to Braille printing and the facility to change the site's appearance to make it more accessible and readable for people with a range of disabilities.

ATG won the contract following an intensive competitive evaluation and a proof-of-concept project that exceeded initial expectations. ATG's out-of-the-box functionality and industry-proven capabilities are

critical to the tight delivery timeline. The basic platform must be in place in September, while the software's open architecture and scalability means that the CPPIH can comfortably cater for their potential user-base of tens of millions UK citizens.

"The CPPIH portal is a great example of how the Internet can be used to improve the general public's knowledge of and participation in National decision making," commented Andrew McInnes, VP for EMEA at ATG. "The level of central collaboration required to effectively manage interaction with hundreds of local groups really demonstrates the strengths of ATG's knowledge management offering."

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About ATG

ATG (Art Technology Group, Inc.) is a leading provider of innovative software applications for commerce and customer self-service. Customers around the globe rely on ATG for frontline applications that enhance and improve the entire customer lifecycle experience. Deployed on the industry's most popular application servers, ATG's application suites for e-commerce, portals, and relationship management are ideal for integrating online initiatives across the enterprise.

ATG has delivered online solutions to blue-chip companies worldwide including Alcatel, Barclays Global Investors, Eastman Kodak, Esselte, France Telecom, Friends Provident, Hollinger Telegraph, HSBC, Johnson & Johnson, Kingfisher, MTV, Royal Mail, Sony Computer Entertainment Europe, Sun Microsystems, Telewest, Thistle Hotels, and Woolworths. The company is headquartered in Cambridge, Massachusetts, with European headquarters in Reading, England and additional locations throughout North America, Europe, and Asia. For more information about ATG, please visit our Web site at www.atg.com.

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