

Itomic Media Release

Itomic is pleased to announce the recent website launch in service of an important indigenous medical provider, the **South West Aboriginal Medical Service (SWAMS)** www.swams.com.au.

SWAMS fulfil a vital mission in providing holistic medical and outreach care and service in support of the underserved regional Indigenous community in the South West region of Western Australia. Itomic is honoured to have been chosen for this important project, to help build a friendly, more accessible website shop front, to further assist in the organisation's mission and delivery of service.



At Itomic, we believe that good corporate citizenship is vital to sustain a vibrant and inclusive community that we all would like to live and play in. We are especially proud of projects like these, where we can add value in support of the important work that not for profits provide for the community. We are pleased to continue to provide preferential and ongoing discount rates for all not for profit organisations.

It was a pleasure to work with SWAMS, who came to us with a very clear vision of what the new website had to achieve, both from an operational and end user point of view. The existing website needed to be modernised and made more visually appealing, with better and more consistent application of the logo and brand elements, to help increase community engagement. Of course, mobile first design is an important goal for the new website, as many of SWAMS clientele access the website primarily on a mobile device.

Up to date information is also a priority for the new website. In remote communities, it is vital for patients to have easy access to up to date information, where the delivery of service and care has to span great distances.

To facilitate this, we built a heavily customised implementation on the ever popular [WordPress CMS](#), putting easy content ownership in the hands of the organisation. The current SWAMS brand elements were incorporated into the design, creating a purposefully bolder and simplified look whilst extending the friendly look and feel from the print material online.

As part of the modernised design we introduced visual elements such as icons and [service descriptor cards](#) to provide a friendlier interface with simplified navigation. The new feature addition of a customised [blog](#) provides the organisation flexibility to serve up a mix of current events and health related information for the community.

We were able to progress the project with only minor changes from our initial proposal thanks to the helpful and responsive team at SWAMS. Initial reports indicate that the new website has met with a great reception from the community. We are thrilled to hear the positive community feedback for this culturally sensitive project.

Great end-user experience is really the best reward for our designers and developers. We are pleased with the results of this project and trust it will provide great service for SWAMS and the community for years to come.

Services

The South West Aboriginal Medical Service supports Aboriginal health through tailored programs and services. These include:

 <h3>Health</h3> <p>We currently offer a range of general health services and employ a number of GPs, Aboriginal health practitioners, Aboriginal health workers, Indigenous outreach workers and Nurses to ensure our clients feel comfortable and welcome at our clinics.</p> Read More	 <h3>Community Programs</h3> <p>SWAMS proudly supports and delivers a range of cultural and community events throughout the year to promote not only physical but social, emotional and community wellbeing.</p> Read More
 <h3>Mental Health</h3> <p>Special and unique strengths exist in our Mob's culture, the ability to have a good yarn is one of those major strengths. Our Mental Health team are here to walk and talk with you.</p> Read More	 <h3>Dental</h3> <p>Did you know that poor dental and oral health links directly to physical and mental health? SWAMS offers clients Dental services every Thursday from 9am – 5pm. Click here to find out more.</p> Read More
 <h3>Child & Maternal Health</h3> <p>SWAMS Boodjari Moort provides culturally safe health care and support for our pregnant mums, bubs and children.</p> Read More	 <h3>Transport</h3> <p>We offer a transport service for eligible clients who have an appointment at our clinic or a specialist appointment with another provider. We also offer transportation to and from some of our programs and events. Click here for more information.</p> Read More
 <h3>Outreach</h3> <p>SWAMS is the only Aboriginal Medical Service in the South West Region. SWAMS operates its main clinic in Bunbury in the South West of WA, and has outreach clinics throughout Wardandi Boodjar.</p> Read More	 <h3>Chronic Disease</h3> <p>Chronic diseases are major contributors to the mortality gap between Aboriginal and Torres Strait Islander and other Australians. SWAMS can help.</p> Read More

Our Health, Our Way

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