

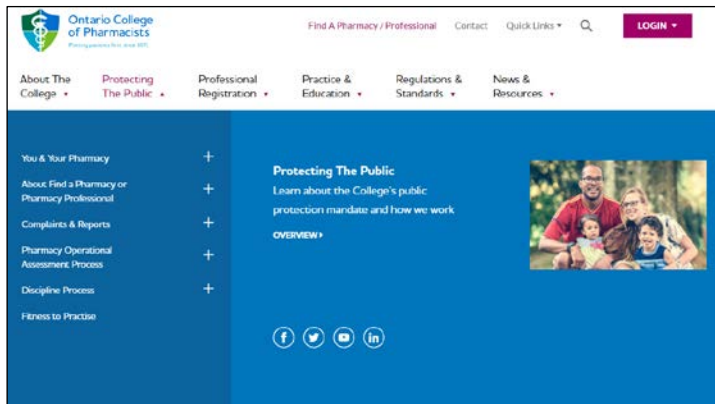
OCP's 2019 WEBSITE REFRESH Top Features of OCP's Re-Designed Website

Recognizing the incredibly valuable role our website plays in helping to communicate important information to the public, pharmacy professionals and health system stakeholders, we're excited to launch a re-designed and reformatted website that will better meet user needs. The re-designed website is intended to enhance the experience for website visitors by focusing on improved navigation, updated design and new functionality to help visitors get to the content they're looking for easily and quickly.

Here are the top features visitors will notice on our re-designed website:

MegaMenu

Website visitors will be able to quickly and easily navigate to the information they're looking for using this feature available anywhere on the site, reducing the number of pages that need to be opened before landing on the desired content page.



Predictive Search

With our new predictive search functionality, website visitors will get helpful search suggestions as they type in what they're searching for. This is a great time-saving feature that also helps them discover new, relevant, and interesting content.



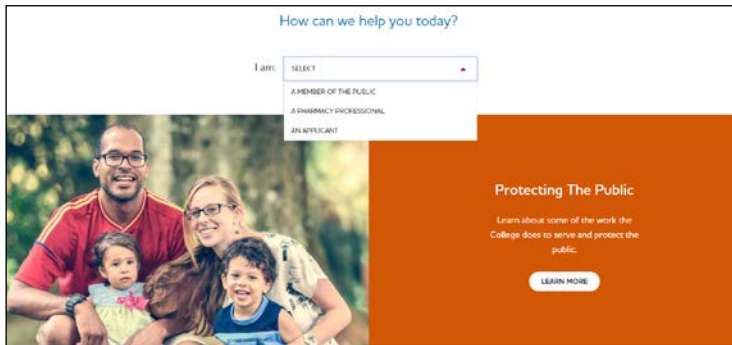
Content Spotlights

Our re-designed website will make it easier to emphasize and draw attention to important key initiatives, projects, consultations and other programs or activities that are timely, relevant and important to the public and pharmacy professionals.



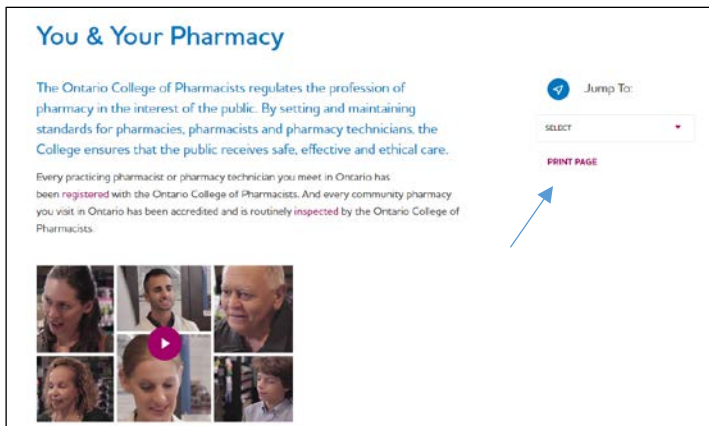
Dynamic Homepage Content

Visitors will have the option to customize the homepage experience and displayed content based on user selection while still being able to access any content through other navigational and design features.



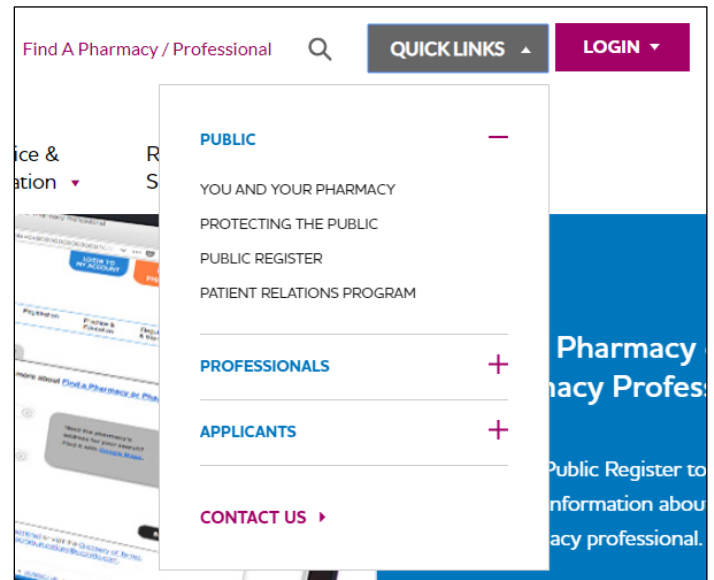
Convert to Print

Pages on our website will have a button that can be clicked to automatically convert the content to a print friendly page to print out and reference later or on the go (or post on a fridge or bulletin board).



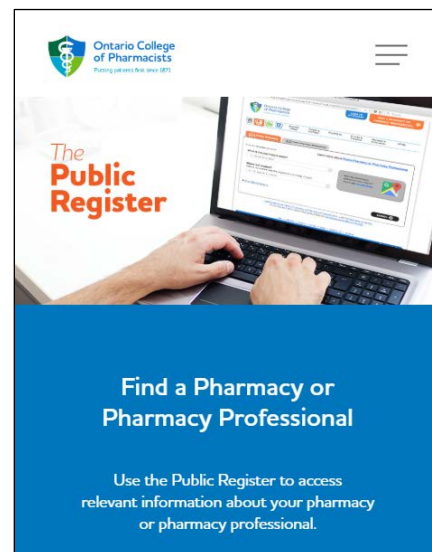
Quick Links

The Quick Links feature, located at the top right of our re-designed website, gives website users quick and easy access to some of the most frequently visited areas of our site with the click of a button. Quick Links separates out links by Public, Professionals, and Applicants to make it easy for users to find links most relevant to them.



Mobile Friendly and Responsive

Our re-designed website is both mobile friendly and responsive which means that whether you're accessing the website from your desktop, tablet, or smartphone, you'll have a great experience across all platforms. And as you make your browser smaller or larger, the content of the website will automatically adjust to the new size.



Live Social Media Feeds

Our re-designed website features live, real-time College social media updates on the homepage and at the bottom of website content. In addition to this serving as a convenient resource to website visitors, it has the added benefit of showcasing our social media channels and growing our audience across our key social properties.

