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AdCo develops, launches enhanced Illinois Hospital Report Card website with IDPH

Revolutionary platform offers accessible and comprehensive healthcare insights for all Illinois residents

PEORIA, IL – AdCo Advertising Agency, working in partnership with the Illinois Department of Public Health (IDPH), recently developed and launched the redesigned and enhanced Illinois Hospital Report Card website. The website provides patient safety and quality-of-care information in a more user-friendly format for the state of Illinois.

The same website, <https://healthcarereportcard.illinois.gov>, also includes an updated Illinois Public Health Community Map, with county-level information on health outcomes and access to care across Illinois.

“At AdCo, we are proud that the IDPH selected us to design and develop this very important website,” said Julie Russell, President of AdCo Advertising Agency. “We are now becoming well-known as a development company as well as keeping our results driven marketing agency successful. And that is very exciting.”

“The enhanced website is significantly faster and has other unique features that improve its usability, functionality, and accessibility for consumers,” said Ryan Black, Principal Software Engineer at AdCo. “From a development standpoint, this was a massive project requiring over 1,000 hours of development time.”

The Illinois Hospital Report Card currently tracks over 150 measures for hospitals across Illinois. It allows consumers to obtain information about what services are provided, the cost of those services, patient satisfaction, patient safety, medical complications, and other quality and safety data. It also assesses operations of ambulatory surgical treatment centers.

“Illinois residents deserve access to accurate, reliable data about the quality of health care provided in our State,” said IDPH Director Dr. Sameer Vohra. “This updated website will allow consumers to be more knowledgeable about their health care options, as well as provide greater information on the health needs of their communities.”

AdCo Advertising Agency is a Peoria-based agency with over 25 years of experience. The agency specializes in providing outstanding service, innovative marketing, and online solutions that help its client partners achieve extraordinary results, with an emphasis on software and web development, video production, corporate branding, technology solutions, and digital marketing.

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