

Waltham business builds Web appeal

Blue Robin Inc. donates \$10K, team to develop organization's Internet site

By Jeff Gilbride

DAILY NEWS STAFF

WALTHAM – A Waltham Web site business recently donated \$10,000 and a team of designers to create a state-of-the-art site for a nursing organization in Attleboro.

“We are just about to launch the (Web site) hopefully within the next month or so,” said Hadi Shavarini, CEO of Waltham-based Blue Robin Inc. “We believe in giving back to the com-

munity and we believe not-for-profit organizations deserve to be given some help.”

Blue Robin Inc. builds internet infrastructures for business-related Web sites.

In April, Shavarini's company decided to donate a development team to design, develop and implement a new Web site for the Attleboro-based Community Visiting Nurse Agency.

Community VNA is a
WEB SITE, Page A5

Local business helps build Web site

WEB SITE, From A1
nonprofit agency that serves the Attleboro area with home care services.

Shavarini said he became aware of Community VNA's needs after the company put out a bid on the Internet to have its Web site's e-infrastructure revamped.

"An e-infrastructure is basically everything that has to do with a Web site. It's the way the Web site looks, the way people communicate to the community through the Web site, anything to do with their

constituents, they will be able to communicate through this," Shavarini said. "It's for nursing as well as their clients. They will be able to have a very complete exposure on the Web and this will streamline their day-to-day operations."

According to Shavarini, a state-of-the-art Web site like the one they are building will cost anywhere from \$30,000 to \$40,000 in today's market.

The new site will include several features, such as a human resources job posting

option and an event calendar.

"This is the first time that we are redeveloping our Web site since it was initially established six years ago. We ... were well overdue," said Christine Stockley, director of community relations and development for Community VNA. "We were thrilled to have the professional services of Blue Robin and to have the donation. A donation like they are making will make a big difference for us."

Community VNA also hopes to improve patient relations

and reduce its total operating costs through the new Web site.

"We have not been able to not communicate effectively with our communities because our Web site is not interactive," Stockley said. "Now we will be able to have that ability to have two-way communication. People can request of us specific education programs etc. Its also will allow us to do a better job explaining service we provide."

Jeff Gilbride can be reached at 781-398-8005.