



Contact: Michelle La France, Manager of Public Relations and Community Outreach
O (860) 928-6541, Ext. 7132 | C (401) 302-8564 | mlafrance@daykimball.org

FOR IMMEDIATE RELEASE

Day Kimball Healthcare Launches New Website

PUTNAM, CONN. (Jan. 26, 2022) – Day Kimball Healthcare (DKH) is pleased to announce the recent launch of its newly revamped and improved website, daykimball.org.

After months of development and testing, DKH officially launched its next generation website on November 11, 2021. The redesigned site has a fresh and modern new look and is feature-rich, with a more intuitive user journey and experience. New features include an interactive calendar of events with payment option, improved search functionality for physicians and patient services, and enhanced analytics.

“We are excited to extend an improved patient experience to our website,” said Kyle Kramer, DKH Chief Executive Officer. “Our mission at DKH is to improve the health and wellbeing of our community by providing the best medical care, and we believe that enhancing our digital offerings and making more information available and easily accessible helps us deliver on that mission.”

Marci Seney, DKH Director of Marketing and Communications, spearheaded the effort and points to the site’s focus on user journey and accessibility as the driving philosophies behind the redesign.

“We are so thrilled with our new site which was redesigned to better meet the needs of our patients and their families,” Seney said. “We have developed our website based on health care best practices that exceeds accessibility standards to ensure that the widest possible audience can engage with our site. It’s streamlined, modern and inclusive design allows for easy access to essential information so that all users can find what they need in just few clicks.”

DKH collaborated with the website development and marketing team from its longstanding partner at Brave River Solutions of Warwick, RI to refresh this digital strategy and deliver an interactive, mobile-friendly, comprehensive source of the organization’s information and services.

“Working with the team at Day Kimball on this project was a fun and rewarding experience,” said Rebecca Arsenault, Director of Client Services from Brave River Solutions. “We have been Day Kimball’s website partner since 2009 and have seen how Day Kimball has worked toward being an active, engaging member of their community by using their website as a tool to do that. This transformation of their web presence brings their efforts to another level and we are very proud to be part of that,” Arsenault said.

The website will be maintained regularly with all the latest information and news from DKH. For more information about Day Kimball Healthcare, and to explore the new website, please visit daykimball.org.