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## SafetyCare Focuses Site on Marketing Prize

SafetyCare ([www.SafetyCare.net](http://www.SafetyCare.net))

Best Web Site Design

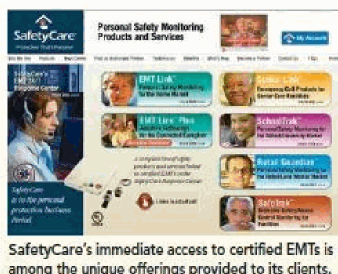
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SafetyCare of Reading, Pa., has an important story to tell - a story of dedicated individuals working to improve the health and well-being of seniors and special needs individuals.

After opening its response center in 2007, SafetyCare has developed an original emergency management technician (EMT) intervention/medical alert monitoring model as well as an extensive line of medical alert and e-call products that effectively serve its clientele.

"[This] is a story of dedication and success for the lives we touch, the dealers we help, and the communities we serve," says Mike Bodnar, general manager for SafetyCare.

The company's immediate access to certified EMTs is among the unique offerings provided to its clients. SafetyCare's history dates back 15 years through its family-owned, corporate lineage to TeleAlarm LLC, a manufacturer of wireless emergency call systems. SafetyCare has kept a steady pace of success since opening its UL-approved, EMT intervention/medical alert monitoring operation two years ago.



One of SafetyCare's noteworthy strong points has been its interactive, easy-to-navigate Web site. The sleek design and large amount of customer-based information was instrumental in earning the company a SAMMY award. SafetyCare.net provides its viewers with product demos, testimonials and in-depth customer accounts.

SafetyCare utilized outside resources to create and market its Web site, and continuously works to develop its brand to assist the efforts of its dealers. With a growing marketing budget, SafetyCare is able to complement the rapid growth of its dealer and account base.

"We are honored that our Web site has garnered national recognition for its creative design," says Bodnar. "Our SAMMY award confirms the effectiveness of our marketing and advertising Web campaign, and is truly a source of pride for our entire SafetyCare team."

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