

The College's new website: helping patients and the public find allergy and asthma information

If you find yourself checking the College's public website now and then for information for yourself and/or your patients, you've probably noticed a new look. The College recently unveiled a revamped public website, and with it, some features that will benefit everyone who visits.

Here are some new highlights we believe visitors will particularly appreciate:

Home page with featured articles - The new, updated home page is now more dynamic, with a revolving series of articles of interest. We are keeping the articles updated with seasonal news releases as well as news items on studies published in *Annals of Allergy, Asthma and Immunology*. The new home page is bolder, brighter, and easier to navigate. It reflects the theme carried throughout the site of people fully living their lives with allergies and asthma.

Interactive tools - Anyone who suffers from allergies, asthma or atopic dermatitis will find our interactive shared decision-making tools easy to use and helpful in determining their next steps in treatment. We also have a tool for those with allergies and asthma to help decide if they might be a candidate for immunotherapy. The tools are designed to be used with their allergist to walk through potential treatments and medications to find the best fit to address their individual symptoms.

More Spanish content - Those who speak Spanish will find we have increased the amount of Spanish-language content. We will continue to add Spanish articles and news releases whenever possible to the existing content to make the site a robust source of information.

Compatibility with the new member site - The refreshed public site was designed in style, design, and branding as a companion to the ACAAI member site unveiled last year. The two sites work in tandem to offer members and patients the most up-to-date information on diagnosing, treating, and managing allergic diseases.

Updated Newsroom - If you are interested in reaching out to local media outlets in your area as a resource, check out the updated newsroom on the public site. You can use the press releases as a template for your own releases. Put your name and your practice information on the releases and send to local contacts. Or print out the releases as a handout for your patients on the latest allergy and asthma issues.

Find an Allergist - The tool to help patients locate an allergist in their area has been redesigned and updated. Now is the perfect time to update your profile to make sure your contact information is correct, along with office address(es), languages spoken and any specialty areas you want highlighted.

Encourage your patients to use the new site to find information they're looking for to help them or their family members deal with allergy and asthma symptoms. Then go check it out yourself to see how it might be a valuable tool for your own use.

