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## NEWS RELEASE



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### **THE AMERICAN NURSES ASSOCIATION LAUNCHES NEW AND IMPROVED WEB SITE**

**SILVER SPRING, MD** – The American Nurses Association (ANA) has launched a new and improved web site, NursingWorld.org. NursingWorld has all the content nurses come to rely on, but with a fresh look and easier navigation that makes everything the ANA has to offer easy to find.

ANA's redesigned web site, NursingWorld.org, is a rich resource, providing information about the association and the profession as well as nursing and health care news. The new site will have several new major features including:

- Single sign on, which reduces the number of passwords required for accessing protected sections of the site
- Member personalization so that members can update their profile or indicate current preferences
- A robust search engine that provides for more relevant results and offers content as well as links to related publications, events and other resources
- Member Profiles, a new section on the Members Only home page that features the profiles of ANA members on a rotating basis plus other special content and services for members
- Key issues that impact ANA will be featured in "ANA SmartBrief" along with exclusive content from ANA

"We are proud to present the new ANA web site with improved usability and navigational elements that provide for a more satisfying and compelling Web experience," said Linda J. Stierle, MSN, RN, CNAAB, BC, CEO of the American Nurses Association. "Whether you are a regular visitor to NursingWorld or a first time user, we encourage you to explore the new sections on the home page and the Members Only page of the web site that are designed to make ANA more relevant to the member and put a more personal face on ANA.

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*The ANA is the only full-service professional organization representing the interests of the nation's 2.9 million registered nurses through its 54 constituent member nurses associations. The ANA advances the nursing profession by fostering high standards of nursing practice, promoting the rights of nurses in the workplace, projecting a positive and realistic view of nursing, and by lobbying the Congress and regulatory agencies on health care issues affecting nurses and the public.*