PINK PAGES DIRECTORY ADMINISTRATION GUIDE 2013

THE NEW ZEALAND
BREAST CANCER
FOUNDATION

Technical Information

The Pink Pages is a bespoke (made to order) breast cancer search engine hosted on the New Zealand Breast Cancer Foundation's website: **http://www.nzbcf.org.nz**.

The user interface has been designed by Xtreme Productivity Ltd using Dot Net Nuke (www.dnnsoftware.com) and is supported by a Customer Relationship Management (CRM) database running on Microsoft Dynamic CRM.

For technical support, please email:
Christi Moller of Xtreme Productivity:
christi.moller@xtremeproductivity.co

This guide was developed for NZBCF as a training and support resource by Lisa Ducat and Nigel Green
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What is the 'Pink Pages' Directory?

The Pink Pages is an online web directory and search engine that exists to:

"Provide users with the most up-to-date and accurate information about breast cancer services closest to them."

About this Manual

This manual is a support resource for the **NZBCF Pink Page Administrator**.

It provides an overview of the systems for including and updating entries from service providers in the **Pink Pages Directory** ("the directory").

It explains how the 'Back-end' administration database; Microsoft CRM Dynamics, interacts with the 'Front-end' directory on the NZBCF website.

It demonstrates the steps for logging-on to the Office 365 Email interface, details how to create and edit a listing, and outlines NZBCF policy specific to the directory.

The Road to the Pink Pages

The New Zealand Breast Cancer Foundation (NZBCF) is a not-for-profit organisation established in 1994, with a vision to prevent New Zealanders developing and dying from breast cancer, and to improve the quality of life of those with the disease.

One of its key strategies is to support women (and men) who are recovering or living with breast cancer. Around 2,800 New Zealanders (including around 20 men) are diagnosed with breast cancer each year.
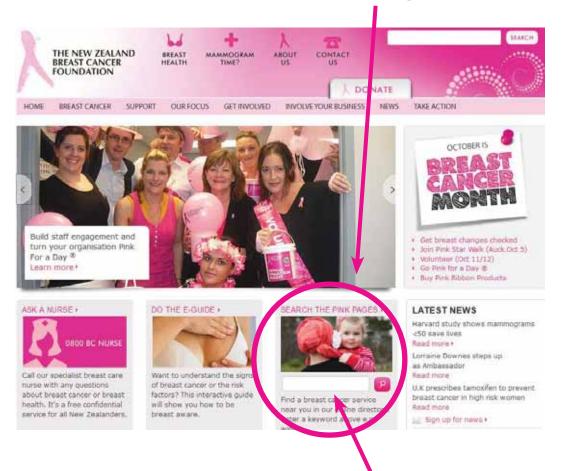
In 2009, a needs analysis was undertaken to determine the direction to be undertaken by NZBCF Breast Care Educators and the needs within communities. It became clear from breast care service providers referring women to services, medical professionals and even the women themselves, that information on specific breast cancer services was not available in one place.

The needs analysis was presented to the NZBCF Medical Advisory Committee who agreed there was a need and in 2012 work began on the development of a single source of information that could be made available.

In September 2013, the Pink Pages Directory went live as part of a relaunch of the NZBCF website.

The 'Front-end'
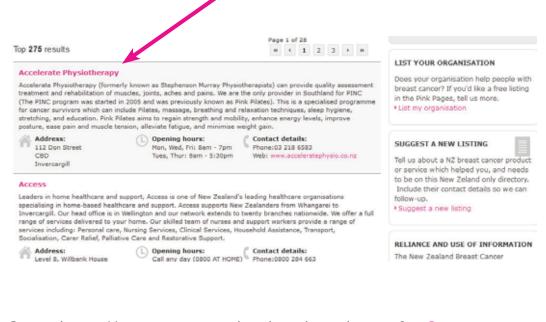### http://www.nzbcf.org.nz/PinkPage.aspx

The directory is a dynamic search engine and one of the services available on the NZBCF website: **www.nzbcf.org.nz**.
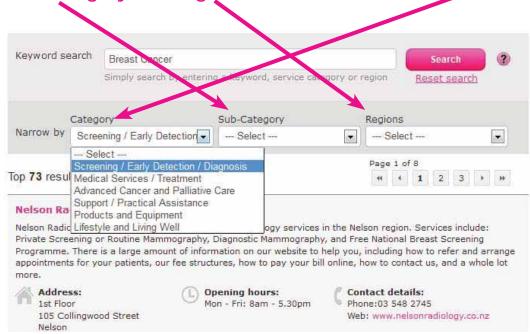

There is a link to the directory off the NZBCF Home page as well as the ability for users to enter a **keyword search**.

The hyperlink redirects to the main directory page where existing entries are displayed **alphabetically**.

Once there, Users may use the dropdown boxes for **Category**, **Sub-Category**, and **Region** to narrow their searches.

It takes the search engine a few moments to connect to the remote server and refresh the filtered information, so it is important for users to **pause** when making their selections.

The keyword search and use of these filters is outlined in the pop-up **Help** accessed by clicking on the icon.

As noted in the Help, the key to a successful search is to start with the broadest search parameters: **"Less is more"** and fewer filters will provide a larger list of services.

However, in the event that no service meets the user's selection criteria, or the user fails to spell a word correctly, the following **error message** will appear: