

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:
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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**.

The screenshot shows search results for 'Accelerate Physiotherapy' and 'Access'. A pink arrow points from the text above to the 'Accelerate Physiotherapy' entry. The 'Accelerate Physiotherapy' entry includes a description, address (112 Don Street, CSD, Invercargill), opening hours (Mon, Wed, Fri: 8am - 7pm; Tues, Thur: 8am - 5:30pm), and contact details (Phone: 03 218 6583, Web: www.acceleratephysio.co.nz). The 'Access' entry includes a description, address (Level 8, Willbank House), opening hours (Call any day (0800 AT HOME)), and contact details (Phone: 0800 284 663). On the right side, there are sections for 'LIST YOUR ORGANISATION', 'SUGGEST A NEW LISTING', and 'RELIANCE AND USE OF INFORMATION'.

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

The screenshot shows a search interface with a keyword search box containing 'Breast Cancer' and a 'Search' button. Below the search box are three dropdown menus for 'Narrow by': 'Category' (set to 'Screening / Early Detection'), 'Sub-Category' (set to '--- Select ---'), and 'Regions' (set to '--- Select ---'). A pink arrow points from the text above to the 'Category' dropdown. Below the filters, there are 'Top 73 results' and a list of categories: 'Screening / Early Detection / Diagnosis', 'Medical Services / Treatment', 'Advanced Cancer and Palliative Care', 'Support / Practical Assistance', 'Products and Equipment', and 'Lifestyle and Living Well'. The 'Nelson Radiology' entry is visible, including a description, address (1st Floor, 105 Collingwood Street, Nelson), opening hours (Mon - Fri: 8am - 5.30pm), and contact details (Phone: 03 548 2745, Web: www.nelsonradiology.co.nz). A pink arrow points from the text above to the 'Sub-Category' dropdown.

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.



Keyword search ?
Simply search by entering a keyword, service category or region [Reset search](#)

HOW TO USE THE PINK PAGES:

There are several ways that you can use the Pink Pages to search for local breast cancer services or related products. But the most important thing to remember is "Less is more": the less information you enter, the more listings you will see, and you can narrow your search from there.

You can enter a Keyword, e.g. "Wigs" and **either** push "Search" **or** use the dropdown menus to narrow your search by Region, Service Category and/or Sub-Category. If you know the Name of an Organisation and are looking for their contact details, then enter their name and narrow your search in a similar way.

You do not need to use all the menus, and you will need to **pause** between each menu, as the database will **automatically refresh** each time you make a selection.

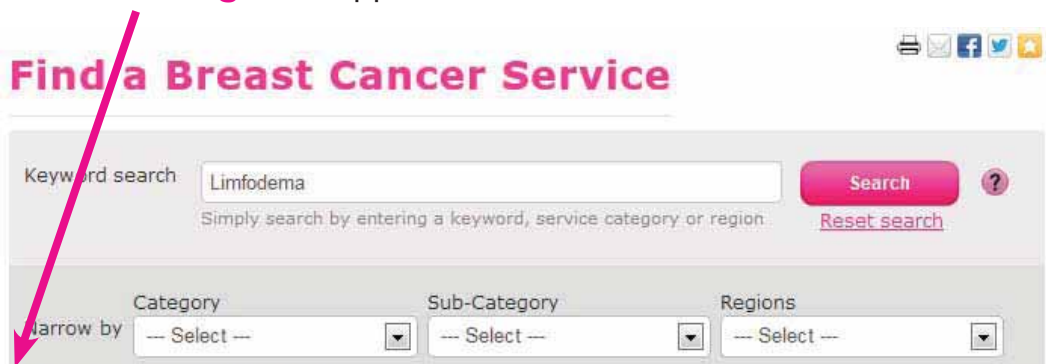
If you wish to search for a **new** Service Provider, press "Reset search" to clear all previous search information and start again. If your search does not provide a result, try entering less information in order to broaden your search results.

If you can't find what you're looking for, please call the Foundation on 0800BCNURSE (0800 2268 773).

Happy searching!

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:



Find a Breast Cancer Service

Keyword search ?
Simply search by entering a keyword, service category or region [Reset search](#)

Narrow by Category Sub-Category Regions

Sorry your search found no listings.

Try removing some of the options you selected and search again. [Alternatively, please check your spelling](#) or contact us with your enquiry via [email](#) or freephone 0800 BCNURSE (week days only). If you'd like to suggest a service to include in this Directory, [please advise here](#).