



MIDDLESEX COUNTY IMPROVEMENT AUTHORITY

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Roosevelt Care Center Improving Web Presence

MIDDLESEX COUNTY – Interested web browsers will encounter new pages and features, not to mention easier navigation, when logging onto Roosevelt Care Center’s website, www.rooseveltcarecenter.com.

After extensive planning and designing, Roosevelt Care Center officially unveiled its new website in early October.

While the administrators announced the redesign and launch Friday, the updated site has been operational since Oct. 1.

“All too often in this modern age, our first introduction to potential patients, residents and their families is through our website,” said Roosevelt Care Center Administrator Dr. Frank Damiani. “As a result of the revamp, this site will better reflect the face, high-standards and ongoing progress made here at Roosevelt Care Center.”

Visitors familiar with the site may notice a few new inclusions, like virtual tours of individual buildings, testimonials from residents and family members, downloadable employment applications and an interactive forum for contacting staff members.

Many are finding the carefully plotted layout to be more amenable to locating news releases, narrowing down location searches, as well as linking to offshoot sites, for instance, websites for the Middlesex County Board of Chosen Freeholder and the Middlesex County Improvement Authority, two entities that respectively helped finance and oversee the Roosevelt operation.

One of the obvious website additions is the County’s most recent crowning achievement, Roosevelt Care Center at Old Bridge.

This approximately 250,000-square-foot subacute and long-term care center, a sister campus to Edison, opened its doors in the South County locale in fall of 2011.

“We understand the need for constant and efficient communication, especially in this industry,” said John Sedor, Roosevelt Care Center at Old Bridge administrator. “It’s a happy occasion that we make this debut on the web and that the public has more immediate access to information on our many services.”

For more information on the Roosevelt Care Center’s new website log onto www.rooseveltcarecenter.com.

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