



## Interactive Website Supports Launch of “The Dr. Oz Show”

### Client

After serving as the featured health expert on “The Oprah Winfrey Show” for more than five seasons, Dr. Mehmet Oz partnered with Harpo Productions and Sony Pictures to launch “The Dr. Oz Show” in 2009.

### Executive Summary

The Revere Group was hired to build an online presence for “The Dr. Oz Show” that would drive viewership and engage the show’s fans. By combing extensive experience in the entertainment industry and expertise in interactive design and development, Revere created a site that translates Dr. Oz’s insightful, engaging personality into a robust online presence.

### Business Challenge

To ensure the successful launch of “The Dr. Oz Show,” Harpo Productions and Sony Pictures needed to use multiple channels to generate interest for the new show. A fully interactive website would be a key element of this strategy. Because the show is based on answering viewers’ pressing health questions, the site needed to be a forum for communication between viewers and the show’s health experts, as well as a portal for finding health-related information.

### Solution

Revere’s team designed and implemented doctoroz.com using Drupal 6.x as its core framework and thePlatform as its video player. In addition to providing information about the show’s airtimes and schedule, Doctoroz.com allows the show’s fans to browse and watch video clips of episodes, search for answers to their health questions, and participate in interactive health challenges.

### Results

Doctoroz.com is a powerful vehicle for driving viewership for “The Dr. Oz Show” and engaging the show’s fans. The site features a robust video player and an effective search tool for finding clips, articles, and discussion posts about the health topics Dr. Oz tackles on-air. The site was a Webby honoree for 2009.





## For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

## About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to [www.reveregroup.com](http://www.reveregroup.com).

## The Revere Group

### Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

### Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

## Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

**THINK** – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

**BUILD** – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

**SOURCE** – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.