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## Sutton Partners Announces the Redesign and Launch of Robust CME Enterprise Website

RESTON, VA (January 12, 2008)—Sutton Partners, a strategic communications planning company, today announced the redesign and launch of the new website for CME Enterprise, an ACCME-accredited medical education company with extensive resources dedicated to planning, designing, executing, and evaluating continuing medical education and other health professions' continuing education.

“Sutton Partners guided us through rebuilding our entire site—from navigation and mapping to design and copy,” said Heather Flynn, Manager of Informatics and Analytics at CME Enterprise. “Ms. Sutton’s expertise and focused efforts helped us develop a powerful, user-friendly site that is truly telling of who CME Enterprise is, what we do, and why grantors and partners should seek us out.”

Alicia A. Sutton, President and CEO of Sutton Partners, stated, “CME Enterprise is a trusted and leading provider of innovative, valuable, effective, and compliant continuing education in health sciences. Our goal was to clearly articulate its strengths in a new paradigm of professional education, where we could showcase its ability to develop extensive needs and performance gap assessments, execute needs-based curricula, and impact knowledge and patient outcomes. We are pleased with the final website and the successful collaboration between CME Enterprise, Sutton Partners, and Siteworx, Inc., one of our trusted partners.”

Sutton Partners selected Siteworx, Inc., of Reston, Virginia, to collaborate on site design and development. A leading provider of user experience, interactive design, and Web application development and integration services, Siteworx has an expanding client base of healthcare entities. “With Sutton Partners’ deep domain expertise and Siteworx’ proven ability to design, build and deploy powerful Web experiences, our collaboration provides unmatched capabilities to the healthcare sector,” said Tim McLaughlin, President and Founder of Siteworx.

### **ABOUT SUTTON PARTNERS**

Sutton Partners, based in Reston, Virginia, specializes in strategic planning, collaboration, and communications design. President & CEO Alicia A. Sutton leverages nearly two decades of successfully building and managing communications companies and accredited organizations. Her teams develop strategies that raise awareness of corporate achievements, educational initiatives, and outcomes successes; and they develop marketing communications plans for organizations and interventions. More information is available at [www.Sutton-Partners.com](http://www.Sutton-Partners.com).

### **ABOUT SITEWORX (A SUTTON PARTNERS COLLABORATOR)**

Siteworx is a user experience, interactive design and application development company that helps its clients communicate more powerfully online. Based in Reston, Virginia, with offices in Rochester, New York, Siteworx delivers improved performance through attractive designs, streamlined information architecture, and easy-to-manage technology. Its roster of clients includes AOL, The College Board, Discovery Communications, National Geographic and U.S. News & World Report. More information is available at [www.siteworx.com](http://www.siteworx.com).

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