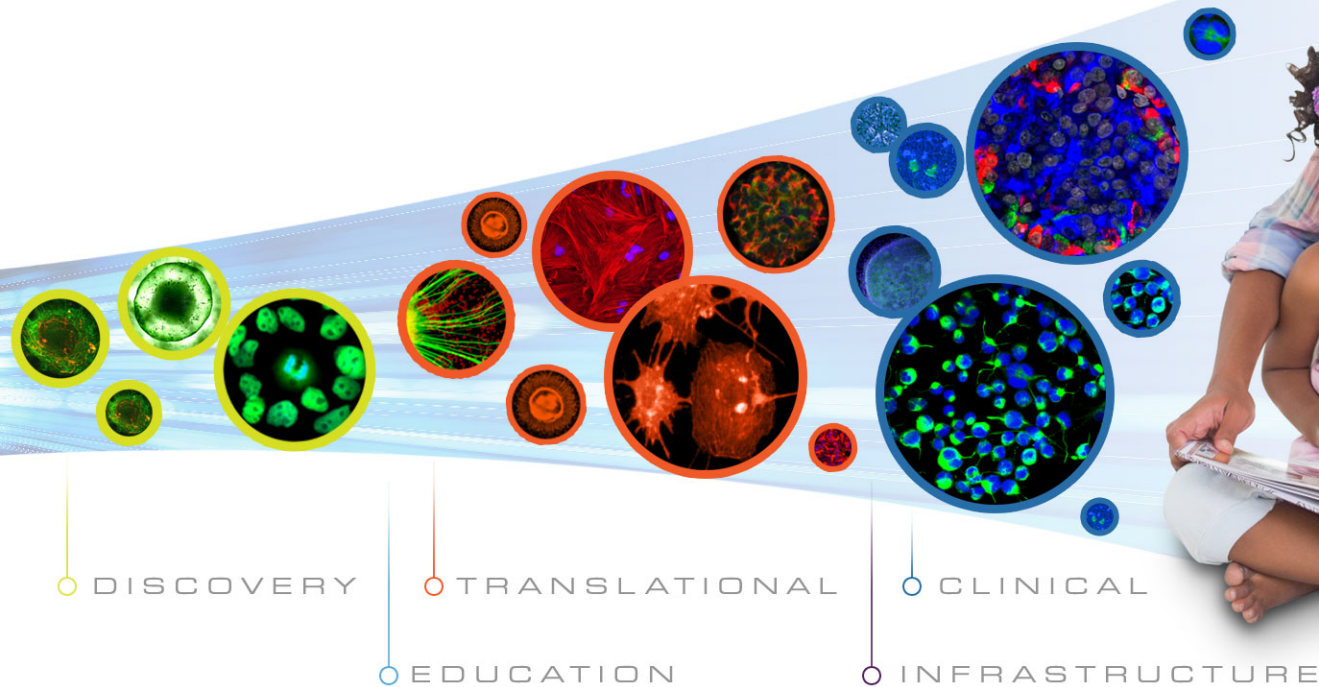


March 26, 2015



Communications Update: CIRM Website Redesign

Anne D. Holden, PhD

Web Content and Social Media Manager

CIRM Website Redesign: Why Now?

Offer an improved user experience to two important constituents:

- current and potential CIRM grantees
- patients and patient advocates

Redesigning our website with these groups in mind would help:

- attract top-quality applicants; and
- increase awareness of CIRM-funded research

...ultimately helping us achieve our mission of accelerating stem cell treatments to patients in need.

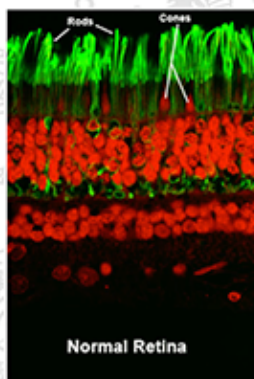


CALIFORNIA'S STEM CELL AGENCY

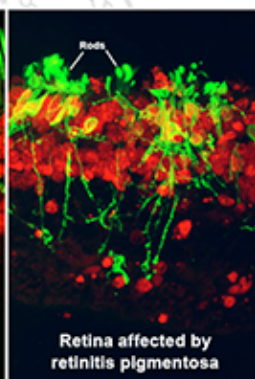
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CIRM Spotlight on Retinitis Pigmentosa and Stem Cell Research: The Patient's Perspective



Normal Retina



Retina affected by
retinitis pigmentosa



presented by
Rosalinda & German Barrero
Patient Advocates

Clinical Trial For Blindness

A CIRM-funded clinical trial to treat Retinitis Pigmentosa, which causes blindness, is set to begin this year. Watch these videos for the details.

[READ MORE](#)[1](#) [2](#) [3](#) [4](#) [5](#)

Turning Stem Cells Into Cures

LATEST PRESS RELEASES

Mar 3, 2015

CIRM-funded Clinical Trial Aimed at Blocking HIV/AIDS in People Gets the Go Ahead

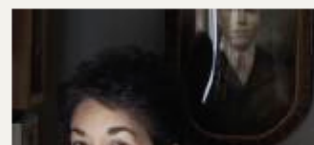
Feb 25, 2015

CIRM-funded Program Invests More

OUR FUNDING
For Researchers



OUR PROGRESS
Disease Therapies



ABOUT CIRM
A bold social innovation



STEM CELL BASICS

[Stem Cell Definitions](#)[New Stem Lines](#)[Stem Cells as Therapies](#)[Basic Research](#)[Stem Cell Research in California](#)[Myths and Misconceptions About](#)[Stem Cell Research](#)[Stem Cell Tourism](#)[Home / Our Progress / Stem Cell Basics](#)[+ SHARE](#)[PRINT](#)[En Español](#)

Stem Cell Basics Primer

Get up to speed on stem cell research, from basic information about what stem cells are to detailed descriptions of how stem cells can improve human health.

- [Stem cell definitions](#)

The term "stem cell" by itself can be misleading. There are embryonic stem cells, adult stem cells, cancer stem cells, and reprogrammed iPS cells, each with very different potential to treat disease. Learn more about the different types of stem cells and their origins.

- [Creating new types of stem cells](#)

Generating new stem cell lines is a major focus of many CIRM funded researchers. Learn why these new lines are considered so important for the field to move forward.

- [Stem cell therapies](#)

Stem cells have the potential to treat a wide range of diseases, including diabetes, neurodegenerative diseases, spinal cord injury, and heart disease. Learn why these cells are such a powerful tool for treating disease as well as what the current hurdles are before new stem cell therapies can become available.

- [Stem cells accelerating basic research](#)

In addition to replacing lost or damaged tissue, stem cells are expected to accelerate the type of basic drug discovery, drug screening, and disease research that is currently underway. Learn more about the many ways stem cells are used in basic medical research.

- [Stem cell research in California](#)

With funding from CIRM available to California researchers, the state is in a unique position within the United States. Learn more about how CIRM changes the landscape of research in California and about laws in other states.

- [Myths and misconceptions about stem cell research](#)

There are a lot of myths about stem cell research, the origin of the stem cells themselves, and the type of work that takes place. Learn what really takes place in stem cell research.

- [Stem Cell Tourism](#)

International stem cell clinics advertise cures to those who can pay. Learn about concerns over stem cell tourism and

DISEASE PROGRAMS

Learn about how stem cell research could generate the therapies for many chronic diseases and injuries

[See disease fact sheets](#)

CIRM STEM CELL BLOG

Mar 24, 2015[The best tools to be the best advocate](#)**Mar 23, 2015**[CIRM Launches New and Improved Website](#)**Mar 20, 2015**[Stem cell stories that caught our eye; cystic fibrosis, brain repair and Type 2 diabetes](#)

Goal: Improve user experience effectively and efficiently

- Contracted with Radiant Digital for design and front-end Drupal development
- Used in-house expertise for Drupal support, content development and project management

Result: complete website redesign in less than six months

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A large, vibrant fluorescence microscopy image of stem cells. The cells are stained with green, red, and blue dyes, showing their internal structures and nuclei. The text "Stem Cell Basics" is overlaid in white.

Stem Cell Basics

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The Alpha Stem Cell Clinics Network: Working Together, Creating Cures

About Alpha Clinics

The Alpha Clinics Network has one unifying goal: to accelerate the development and delivery of stem cell therapies to patients.

CIRM

ALPHA STEM CELL CLINICS NETWORK



To achieve this goal, CIRM has funded three stem cell-focused clinics—housed within existing medical centers—in order to attract and conduct high quality trials:

- Together with **patients**
- In collaboration with national and international **researchers**
- In **partnership** with academia and industry
- Within top-notch academic **medical centers**
- With the **highest standards** for patient care and research
- With **resources** that promote: *efficiency, acceleration and chances of success*

Find Out More About Our Alpha Clinics:



ACT-I Alpha Clinic for Cellular Therapy and Innovation

UC San Diego
HEALTH SYSTEM



UC Irvine Health

For Researchers ▾

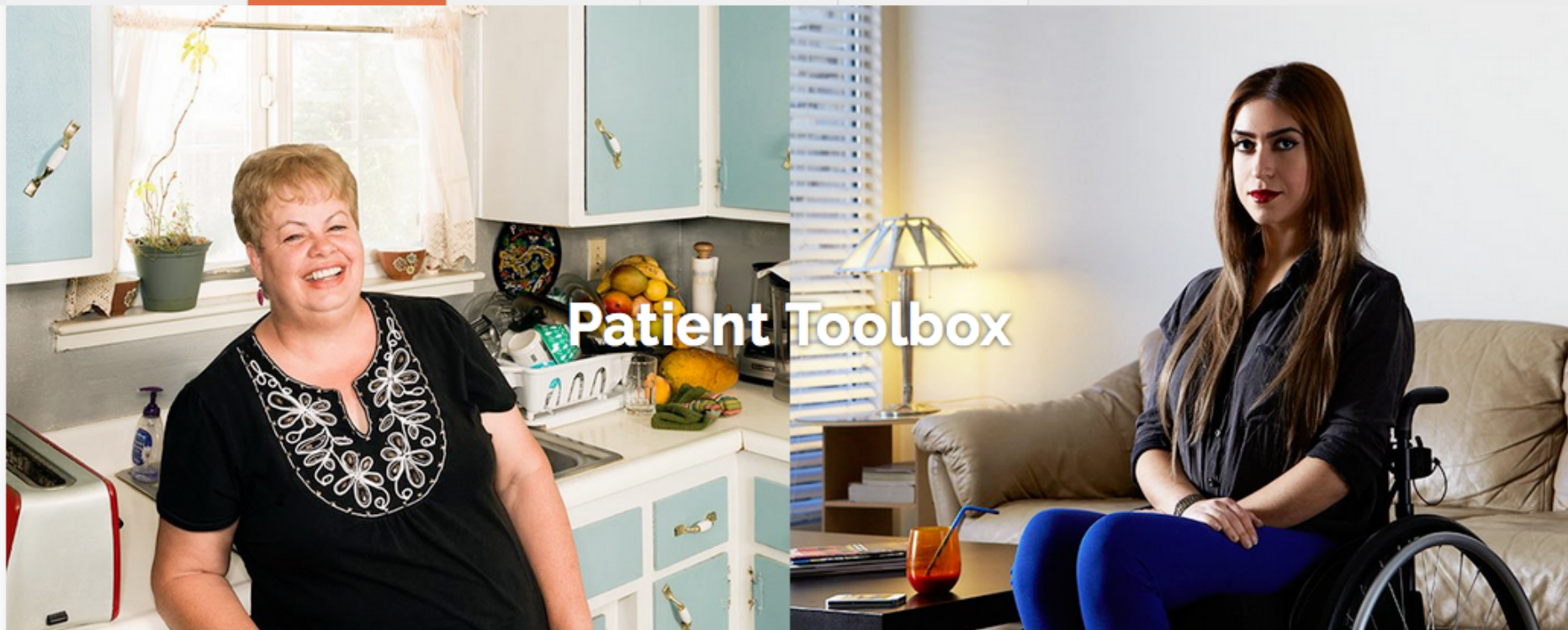
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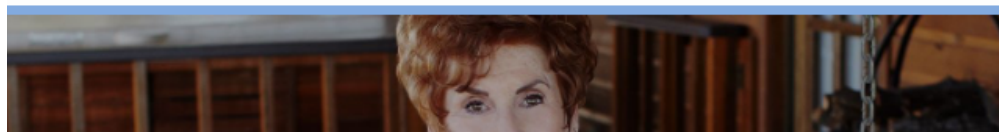


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Future Improvements

- Improved search
- Increased use of data visualization and infographics to explain and inform patients, grantees, educators and others
- Additional functionality improvements to further enhance the user experience

Web Team

CIRM

- Anne Holden
- Nicholas Roberts
- Seth Snyder
- Todd Dubnicoff
- Kevin McCormack
- Bill Gimbel
- Matt Soper
- Cynthia Schaffer
- Don Gibbons

Radiant Digital

- Tim Hobert
- Michael Park
- Brad Cohen

LSHD Advertising

- Bob Demetrius
- Fred Crisp
- Tom Leveille