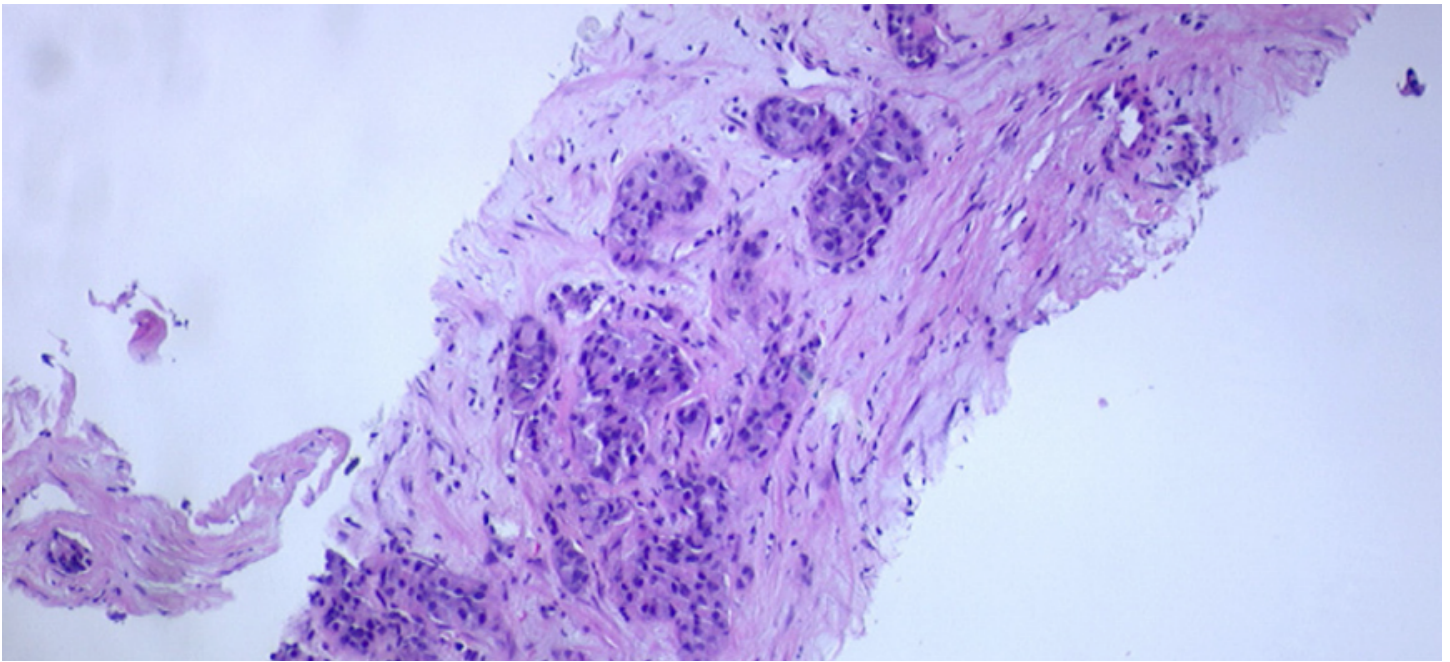


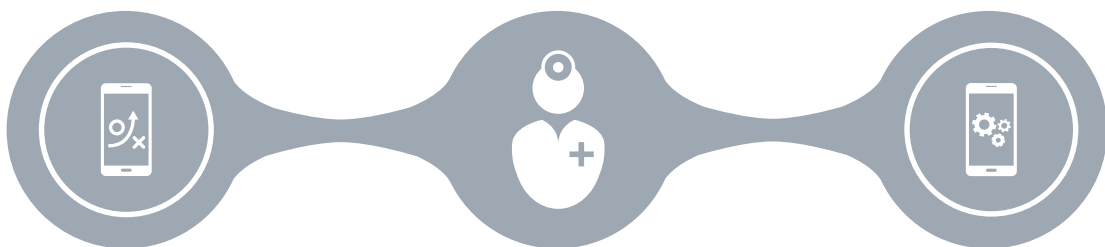
Project Profile



MAJOR HEALTHCARE PROVIDER GENERATES 10X MORE ENGAGEMENT WITH INTELLIGENT CONTENT



A highly respected healthcare network with more than 150 sites of services and 1 million patients worked with [A] to unify hundreds of sites into a single, streamlined customer experience, while transforming digital operations.





About the Organization

Since 1986, this major US healthcare provider has treated more than 1 million patients and grown into a network of 150 individual treatment centers and over 375 specialized physicians. The organization offers comprehensive, individualized, community- and evidence-based care close to patients' homes. It also attracts and nurtures the best physicians and supports clinical research in advancing disease care.

The organization's digital audience includes healthcare providers, patients, caregivers and employees who access a network of sites for a variety of needs. With multiple specialties offered from many locations, the organization faced the challenge of managing hundreds of domains each with their own messaging and structure.

[A] worked with the organization to organize this complex array of disparate websites into a unified brand experience with a central repository of content. The result was an elegant, single-source CEM which helped increase direct visits to the organization's main site by 1,064% and generate 12X more traffic from affiliated sites. Intensive re-architecture and optimization strategies also helped increase search traffic by 1,056% and overall user engagement by 10X.

Goals

- Create a unified brand experience across multiple domains
- Increase website traffic
- Encourage patients to request appointments

Approach

- Adopted a unified content management system (CMS) to deliver content tailored to users interests, objectives and devices
- Optimized content with site structure, keywords, schema, sitemaps and other SEO strategies
- Created a unified patient referral system for patients, caregivers and physicians

Results

- 1,064% increase in direct site visits
- 1,056% increase in organic traffic
- 10X increase in user engagement



100+ Sites, One Voice, One Source

When the [A] team first engaged the client in 2003, the organization's digital channels were a mess. More than 100 separate domains owned by the practice maintained a patchwork of content systems which were impossible to manage and poorly represented the brand. Content was stale, inconsistent and key information was buried or missing. Patient frustration and organization costs were spiraling out of control and solutions were needed fast.

[A] worked with the organization to transform a sprawling network of static sites and content management platforms into a single system that could unify and manage all properties. Following intense re-architecture, optimization and implementation, the organization came away with an elegant content management structure which allowed content editors to manage content across all sites and channels.

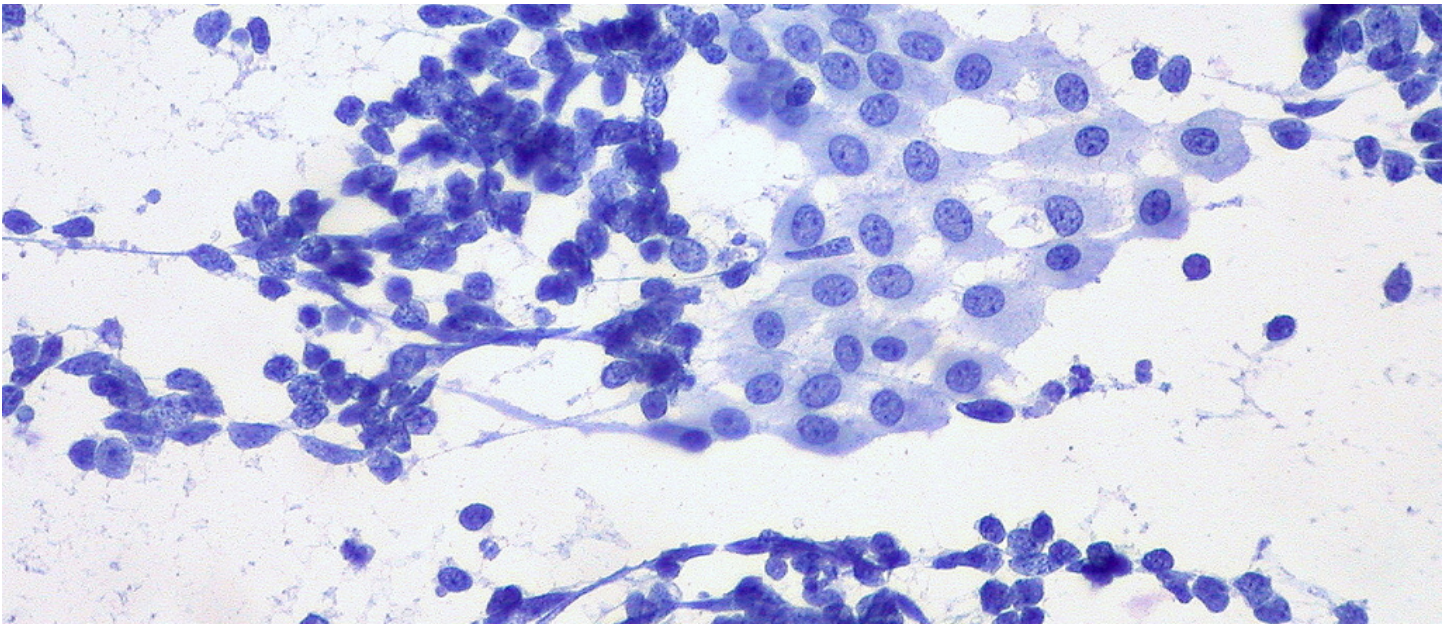


Engaging Patients with Personalization

Before working with [A], the client employed a one-size-fits-all approach to content management and customer experience.

With a one-to-many approach, visitors looking for referrals might not be aware of clinical trials available to them. Similarly, the marketing department might never learn a visitor's location or interests and thus be unable to suggest doctors, locations or trials in the patient's area. Marketing wouldn't even know if visitors were patients or caregivers or what type of medical information was most relevant to them.

Through the power of content engineering and the use of personalization, [A] helped the organization unlock a more human one-to-one connection for its visitors. With this new approach, site users now feel known, cared for and recognized. The organization is confident it is offering the best user experience and fulfilling its mission of providing excellent care for patients they serve today while advancing care for tomorrow.



A Strategic Partnership

In 2012, [A] moved from simply helping the organization manage, unify and control content across its entire network into what would become an enduring strategic partnership with the client.

With the emergence of new CEM platforms promising better content ROI and a more relevant customer experience, the organization was ready to evaluate new marketing technologies. [A] played a central role in evaluating the client's market, goals and strategies and helped in selecting a CEM platform to deliver a higher content ROI and a more targeted customer experience.

[A] content engineers began with a strategic plan for delivering intelligent, multi-channel content tailored to users interests, objectives and devices. The plan included updating structured content models, taxonomy and schemas which

could deliver and repurpose targeted content across different channels.

Drawing from one elegantly-designed repository of intelligent content, the organization now enjoys a better return on content investment and improved content experiences for both content admins and visitors.

The experience for the organization's site users has also improved dramatically as relevant content now appears when and where needed, adding value to the user journey, driving actions and increasing engagement and conversion.





Client Success

Over time, [A] has invested in many projects and strategies which continue to contribute to the client's enduring success including the following:

Systems & Sites

Patient referral system: Moving from call-center only to digital patient referrals, [A] built a secure step-by-step tool allowing patients, caregivers and referring physicians to easily submit detailed referrals.

Clinical trials system: [A] built a platform allowing clinical-trials to be imported and connected intelligently to taxonomies, discovered via search and paired with individual locations and medical conditions, offering patients access to lifesaving trials faster.

Emergency notification system: To address weather closures and emergencies that impact patient treatment, [A] built a central alert system delivering rapid updates to all locations and metro areas. This system has saved countless patient and physician hours and helped patients know exactly what to do during emergencies.

Location and area subsites: [A] implemented a tiered approach enabling centers to individualize their sites and offerings and help marketing and agency partners target

campaigns around regions.

Service line sites: To better serve a large practice with multiple specialties, [A] built separate service line domains all drawing from a single source, creating efficiency, brand consistency and saving the organization hundreds of thousands of dollars wasted by maintaining separate content systems.

Intranets

Marketing intranet: To help manage the dozens of reports, key metrics and data points the client generates each month, [A] created a marketing intranet to provide a secure single location for gathering all marketing operations data.

Physician's intranet: To help the flow of information and collaboration among a large group of physicians, committees and facilities, [A] built a HIPAA-compliant, device-ready, responsive intranet delivering private and public content to busy physicians on the go.



Tools, Taxonomies & Processes

Syndicated content, integrated publishing:

[A] added hundreds of pages of educational syndicated content with markup and taxonomies integrated with content templates to improve user interaction, page ranking and onsite search.

Author workflows and training: [A] built author experiences, workflows and trained authors within the network to help the marketing department focus on messaging and content strategy rather than content logistics and delivery management.

Intelligent content: [A]'s new content model benefits the client daily as users interact with structured content re-purposed across many scenarios. Patients have better access to specific information in more places while the client is able to more easily maintain content.

Analytics & SEO

Analytics, UX and conversion optimization:

[A] used traffic analysis, CEM platform session monitoring, intercept surveys, heat map interaction data and other tactics which resulted in increasing the monthly volume of patient referrals by 28X and continues to improve performance month-to-month.

Organic SEO: [A] assisted with technical search engine optimization via regularly updated sitemaps, well-designed site structure, metadata, Schema markup, local search, directory submission and management and other approaches which increase rankings, market visibility and patient visits.



Ongoing

Today [A] and the client enjoy a strategic ongoing partnership. [A] continues to support the provider in delivering excellent multi-channel customer experience across the organization.

Process, Delivery & SEO Support

Digital property management: [A] performs regular proactive digital property management, including link checking, content accuracy, performance testing and other aspects of property management allowing the client's marketing team to sleep soundly and focus on substance rather than maintenance.

Infrastructure management: [A] manages the full lifecycle of content delivery, including HIPAA-compliant development, staging and production environments, database servers and a failover server hosted in a separate secure facility. [A] has also successfully defended penetration attempts for the client's website.

Long-term mobile and multi-channel strategy: [A] employs mobile strategies starting with dedicated mobile content and moving to responsive design serving adaptive, session targeted content. The "one source, many channels" approach helps manage customer experience across devices that exist now and in the future.

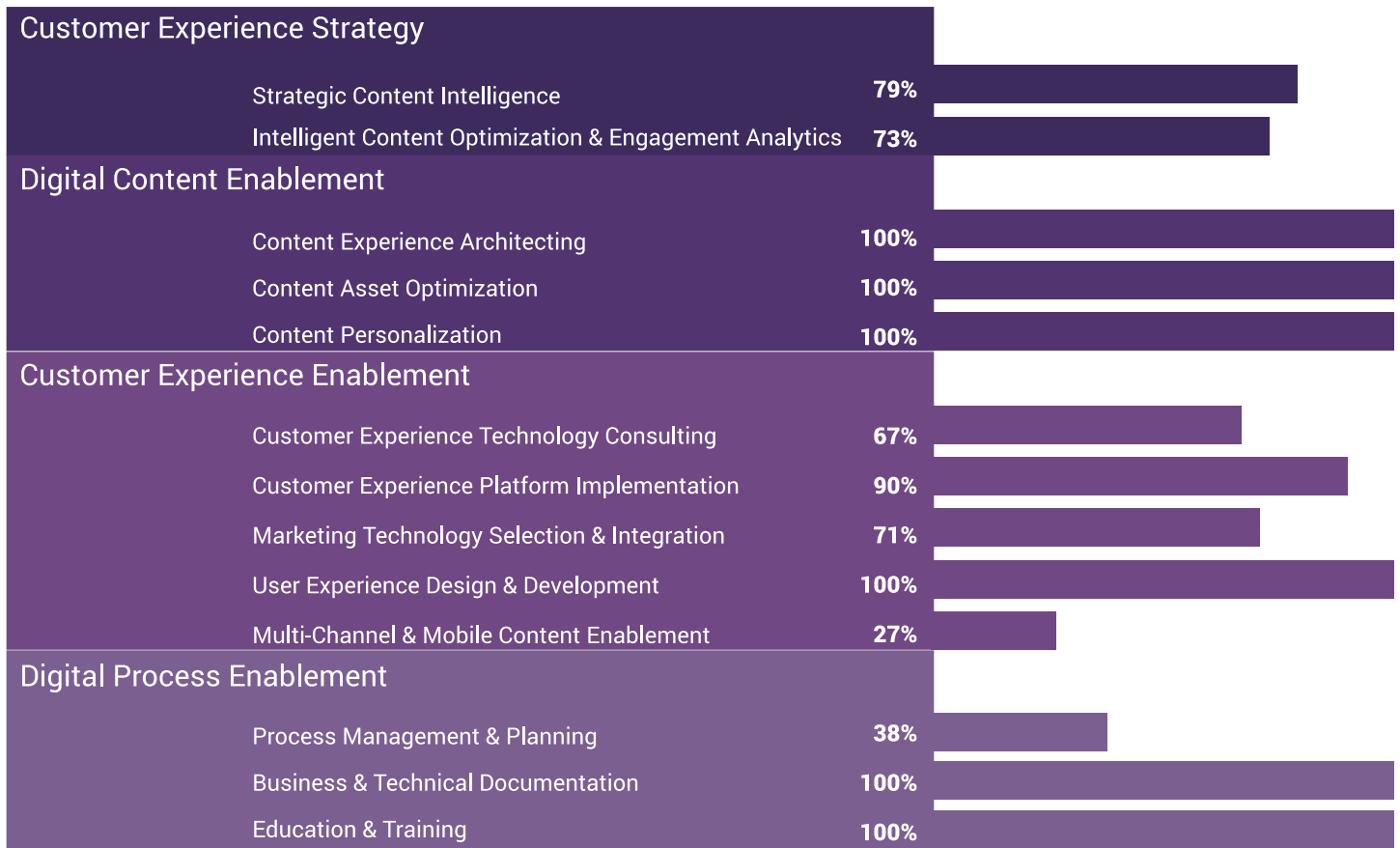
Market analysis, monitoring and strategy: [A] performs ongoing market analysis and monitoring to position service line websites and rank portfolio sites within the client's search ecosystem. The client benefits from recommendations incorporating competitive factors and strategic alignment from a defined market position and approach.

Email content marketing solutions: [A]'s new CEM platform enables integrated email to web click tracking, lead scoring and marketing automation, allowing us to achieve both single-source content and close-loop communications and analytics.

Paid media campaign support: [A] supports our advertising agency partner's paid and media campaigns with landing pages, tracking tag management, conversion tracking, analytics integration and email management for seamless integrated data management.



Services Engaged



Results

- Direct visits to the enterprise site increased 1,064% and affiliated sites saw more than 12x traffic growth
- Referral traffic increased 261%
- Pages targeting specific keywords moved from ranking outside the top 50 to within the top 4 search results in target geographies
- Organic search traffic increased 1,056%
- Mobile engagement grew from nearly none to 54% of the user base
- The number of clicks to accomplish key user tasks went down from 4 to 1, increasing engagement by 10X
- Visitors' perceived experience with the site improved 280%, as tested by usability surveys before and after
- Content distribution expanded into email, social, online video, paid network and mobile, increasing reach and relevance



Looking Ahead

Before working with [A], the organization suffered with a chaotic network of disconnected sites and providers with no unified messaging or targeted content strategy. A decade later, it has grown into an organized and efficient digitally-empowered healthcare provider which has become a true leader in its field.

Today, [A] continues to actively manage the client's numerous public and private digital properties. As a member of the marketing committee in dialogue with executive leaders, [A] actively helps shape ongoing strategy and digital transformation in partnership with this innovative and successful healthcare leader.

Call us today for more information about how [A] can help you reach your marketing and content management objectives.

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