Customer Success Story:
Community Medical Centers

Challenges:

Managing numerous content contributors

Lack of in-house Kentico expertise

Difficult to find infomation quickly on website

Rigid template structure

Solutions:

Kentico workflow used for content approval process

Wakefly provided Kentico CMS training

Restructured navigation based on user behavior data

Created flexible modular templates

Client Background

Community Medical Centers is a private, not-for-profit healthcare network based in Fresno, CA. It is the region's largest healthcare provider and private employer, as well as home to the only Level 1 Trauma Center and comprehensive burn center between Los Angeles and Sacramento. The extensive range of services they provide for patients of all ages includes pediatric specialities, comprehensive cancer treatment, mental health services and more. Community also serves as the area's "safety net provider," ensuring that top notch care is provided to those in need regardless of income level or social demographics.

The mission of Community Medical Centers is to improve the health status of the community and promote medical education. Community operates four hospitals along with several long-term care, outpatient and other healthcare facilities. Additionally, they run a physician residency program with one of the nation's top medical schools – the University of California, San Francisco. This partnership allows them to recruit physicians from around the world to bring new specialities and treatments to patients in their community.

How Community Medical Centers Came to Wakefly

Community Medical Centers began a screening process to select a new vendor to handle their website needs. They had already identified some critically important web initiatives that they wanted to get started on quickly. Community's sites were built on the Kentico CMS platform so they started by looking for a partner with strong Kentico expertise. They knew that the platform had a wide range of capabilities but they had not yet been trained on how best to leverage them.

Beyond technical knowledge, the Community team really wanted an agency who understood them. They had encountered other vendors who tried to fit them into a generic set of services for clients in the healthcare industry. So more than anything, they wanted to work with a team who would come out and meet with them, tour their facilities, get to know their people and take the time to really understand their specific needs and challenges.

One of the biggest challenges for a large healthcare network like Community Medical Centers is that things move very quickly and there can be a lot of competing priorities. After meeting the folks on the Wakefly team who would ultimately become an extension of their own, they knew that Wakefly would be able to provide the flexibility and attention that they needed.

Overview of Services Provided

When Wakefly began working with Community Medical Centers, their website was dense with great content but they were concerned about how difficult it might be for users to find the information that they were looking for. The primary purpose of the website is to educate the public so an intuitive navigation and well-executed information architecture are key to the success of the site. Internal staff also use the site as a source for information about other specialty services within the network.

In order to determine the areas for improvement, Wakefly started with a UX audit, which involved:

- Review of Google Analytics (user flows, exit pages)
- Competitive analysis
- Behavioral analysis of how users interact with the site (using HotJar
- Goal Optimization Review

As a result of this audit, in combination with discussions with stakeholders about key content areas, Wakefly recommended a reorganization of top level navigation and sub-navigation within the major sections of the website.
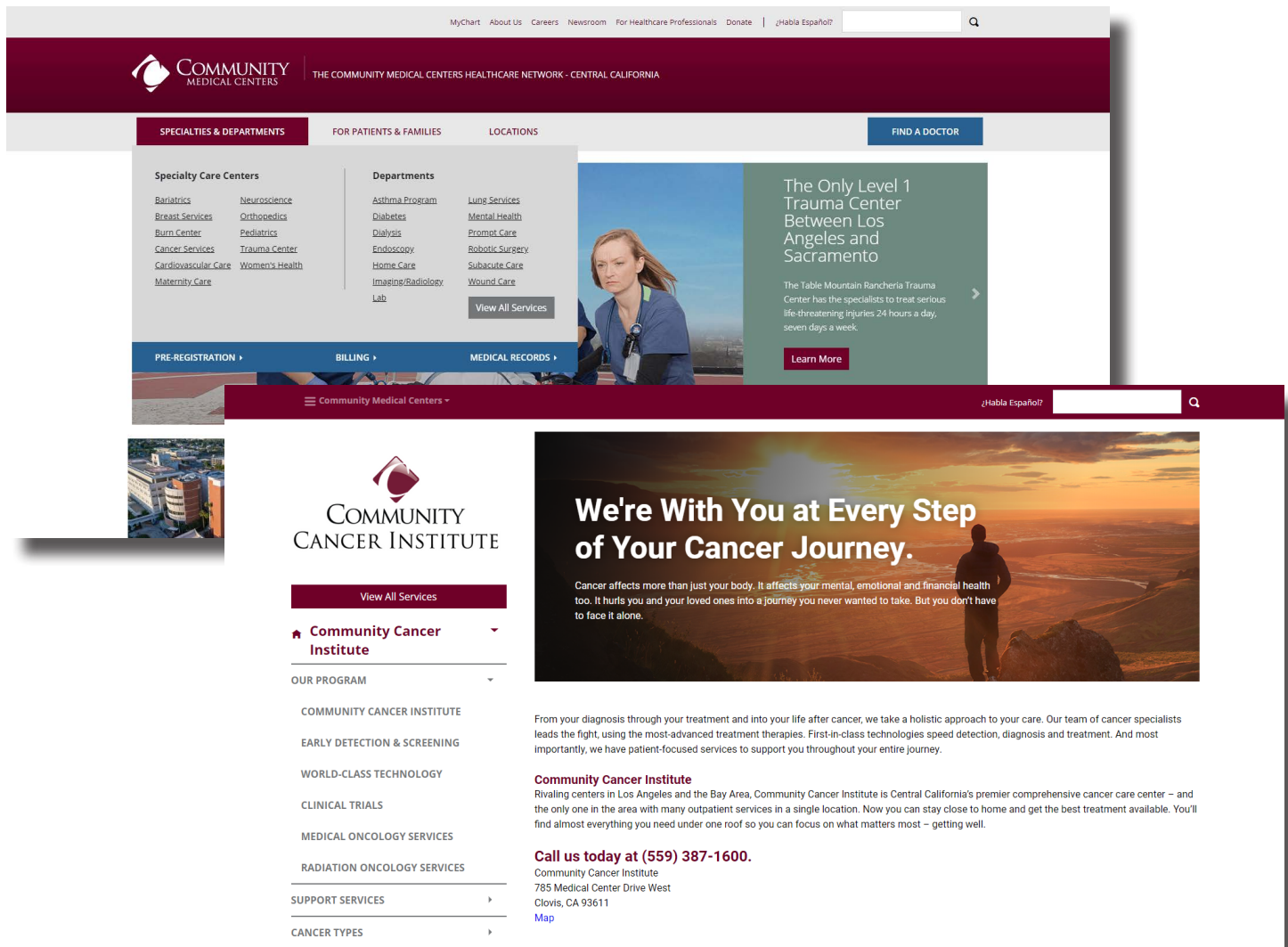
The other major project that was recently completed was the launching of microsites like of the Community Cancer Institute within the larger Community Medical website. Wakefly revamped the page templates within this specialized area of the site to provide a more modular way to display content.

Initative Summary

- Community Care Health site refresh
- Community Cancer Institute microsite strategy and development
- Design and content updates to Bariatrics microsite
- BMI calculator development
- UX audit and navigation redesign
- Enhancements to physician finder UX
- Development of new content templates and additional functionality to existing
- Improved mobile designs
- Development of new forms and improved functionality to existing
- Design enhancements on English and Spanish version of website
- Enhancements to newsroom, calendar and event pages
- Radin Breast Care Center search engine optimization and ad spend management

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Benefits of Partnership with Wakefly

The navigation updates and Community Cancer Institute launched in the summer of 2018 and have been met with positive feedback. By taking the time up front to really understand the importance of the content on the site and how it's being used, Wakefly was able to make informed recommendations that went beyond black and white data. While behavioral data and analytics played a part in the decision-making process, considerations around priority and hierarchy were made that balanced the needs of all major stakeholders across different departments.

Understanding that delicate balance of data and people resulted in an updated site that is:

- Well organized, easy to access and easy to understand

- Better at keeping users engaged within a given section of the site

- More flexible templates for content editors to add items like events and newsroom articles

- Easier for users to share content

- Collaborative and allows for a structured workflow and approvals; simplifying the process for managing content that's being authored by a wide variety of contributors

Industry Trends and Challenges

Healthcare is a very highly regulated industry with a distinct set of challenges. There is an overarching "patient first" concept that permeates everything. Privacy, accessibility and availability are critical. An intuitive user experience, especially on mobile, is crucial because many users start with their phones when looking for medical information. The competition in the healthcare industry is heavy so if someone browses to your site and cannot find the information they need within the first 30 seconds, you likely have lost them.

Trust is also an important factor. Users want to quickly see and understand the expertise of your physicians and breadth of your services. Information needs to always be up to date and easily available. This can take the form of:

- Having content translated and maintained in multiple languages

- Using location or physician finders

- Allowing users to provide personal health information safely and securely online

- Allowing website editors to add alerts or information around drills to the site on short notice

TECHNOLOGY AND INNOVATION

For Digital Marketers in the Healthcare space, staying at the forefront of technology is the best way to transcend the competition. Patients want innovation not just in the treatment and services provided, but also in the way that you reach them. Chatbots, video, personalization and social media efforts keep you closely aligned with the voice of your customers and their ever-changing needs.