

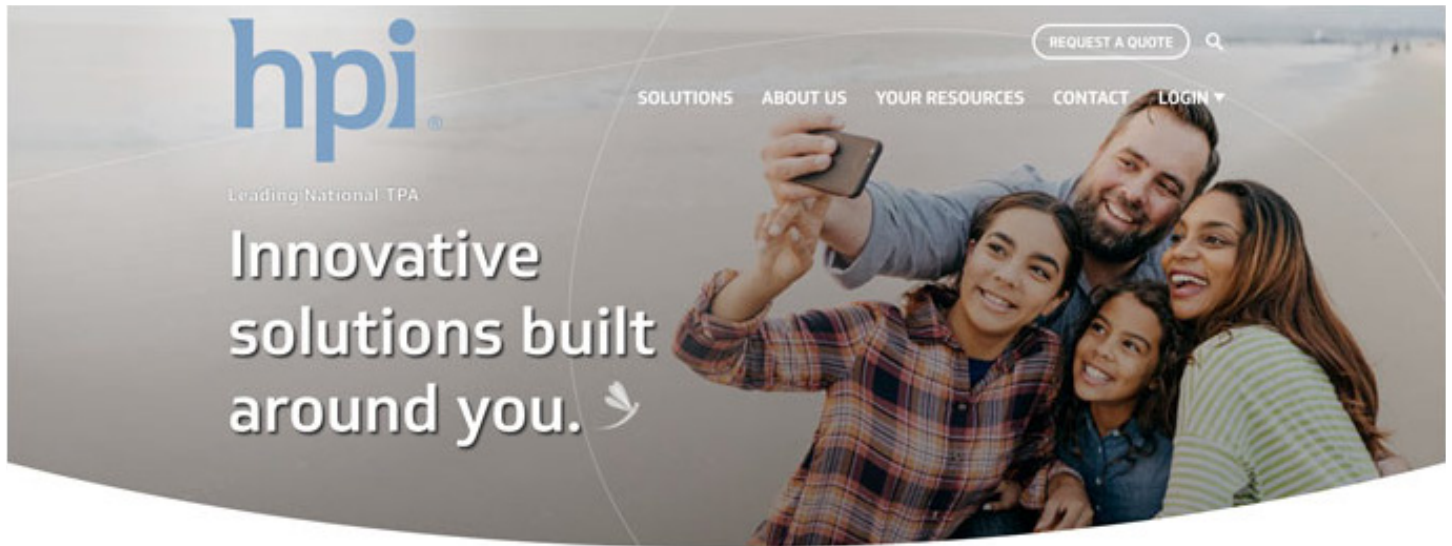


Health Plans Inc. is a trusted third-party administrator, offering tailored health plan solutions, cost management strategies, and expert service to businesses nationwide, ensuring seamless benefits administration.

Background

As part of a comprehensive digital transformation strategy, Health Plans Inc. recognized the need to modernize its online presence by upgrading its website from Umbraco 8 to Umbraco 13, the latest iteration of the platform offering enhanced capabilities, security, and efficiency. This upgrade aimed to not only improve website performance but also optimize content management processes and provide a seamless,

intuitive experience for users. To successfully implement these improvements, HPI partnered with Wakefly, leveraging their expertise in web development and digital strategy to create a more dynamic, scalable, and user-friendly platform tailored to meet the evolving needs of clients and stakeholders.



I'm a plan member



I'm an employer



I'm a broker



I'm a provider

National reach.
Local focus.



Goals & Challenges

The primary objective was to rebuild HPITPA.com on Umbraco 13, leveraging the latest features to improve functionality, scalability, and ease of use. Beyond the CMS upgrade, the redesign focused on optimizing the website's structure, refining content presentation, and eliminating outdated features.

Key objectives included:

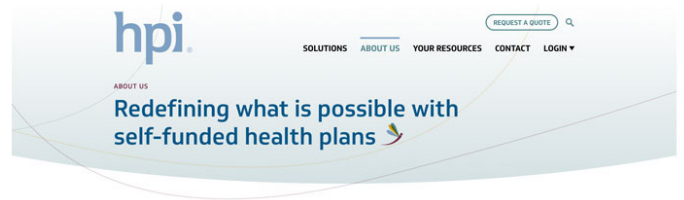
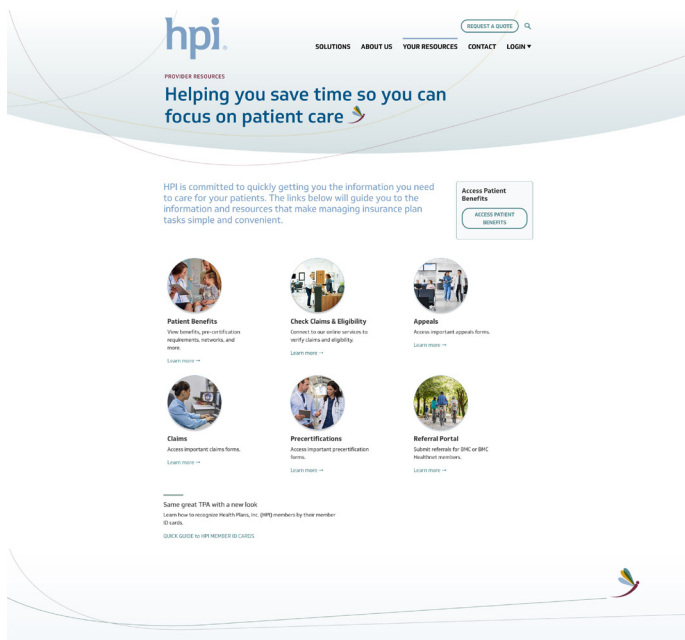
- Migrating all existing content and essential functionality to the new Umbraco 13 platform.
- Updating call-to-action (CTA) colors for improved visibility and engagement.
- Removing legacy custom code, including the existing Pinwheel feature.
- Eliminating the outdated Map feature to enhance navigation and usability.
- Enhancing social media integration by determining the best way to incorporate LinkedIn and Facebook feeds.

Harnessing the Power of Umbraco 13

With the transition to Umbraco 13, Wakefly worked closely with HPI to maximize the benefits of the platform's enhanced flexibility, improved performance, and intuitive content management tools. This upgrade allowed for better backend efficiency, future-proof scalability, and a seamless experience for site administrators.

Our Approach

To ensure a smooth transition and successful implementation, Wakefly followed a structured process:



We believe employers deserve health plans that put them in control, while elevating the member experience. HPI has delivered on that promise for the last 40 years. We cut through the complexity of the self-funded marketplace to reveal novel strategies that make the most of every healthcare dollar.

See what sets us apart from other third-party administrators.



Unmatched expertise
Our self-funding expertise, gained through decades of experience, enables HPI to deliver customized health plan solutions that empower employers to meet their financial and member health goals.



Cutting-edge solutions
HPI consistently introduces new self-funding strategies and technologies that increase efficiency and transparency. We use market-leading analytics to identify and manage cost drivers. And we specialize in creative solutions like reference-based pricing and consumer-driven health plans to drive down costs.



Superlative service
Everyone at HPI shares a commitment to providing the industry's best service. We make it easy to access plan information and analytics. And we do whatever it takes to meet our clients' needs—whether it's a rush report or the answer to a complex claims question.



National reach
HPI serves employers and advisors from coast to coast. We understand the healthcare dynamics of specific states and regions. And our national presence enables us to provide responsive service, no matter where in the U.S. your members live and work.

Strategic Planning & Content Migration

We conducted a comprehensive audit of the existing website to assess content needs, technical challenges, and areas for improvement. A meticulous content migration plan was developed to minimize disruptions and ensure a seamless transition to Umbraco 13.

User Experience & Design Enhancements

While maintaining the existing site structure, we introduced updated CTA colors to enhance user engagement and removed unnecessary elements, including the Pinwheel and Map features, to simplify navigation and improve site speed.

Optimized Social Media Integration

Understanding the importance of social engagement, we evaluated the best approach to seamlessly integrate LinkedIn and Facebook feeds, ensuring dynamic content updates and increased visibility for HPI's latest news and insights.

Development & CMS Optimization

Utilizing Umbraco 13's latest capabilities, our development team rebuilt the website with optimized performance and improved backend usability. Adjustments were made to enhance workflow efficiency for content administrators, ensuring ease of updates and ongoing site management.

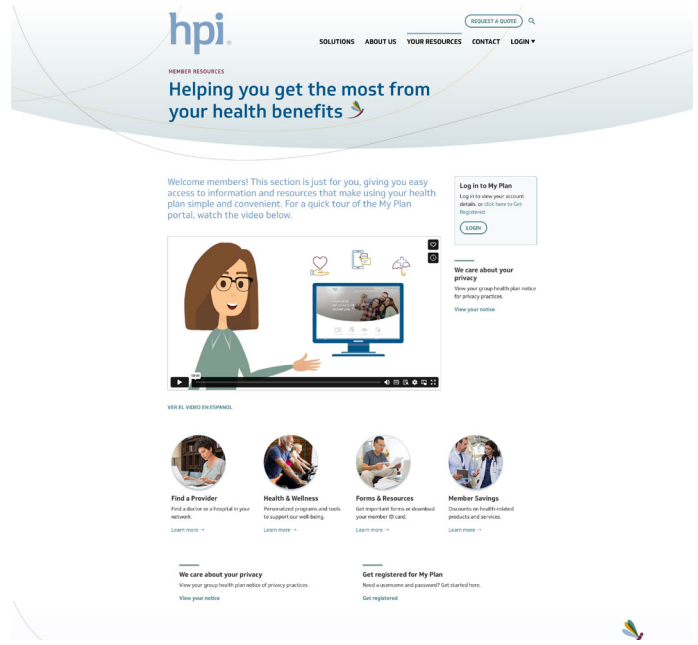
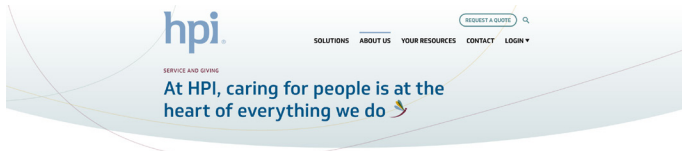
Quality Assurance & Deployment

Prior to launch, extensive testing was conducted to validate functionality, mobile responsiveness, performance optimization, and compliance with business objectives. The final deployment ensured a seamless transition to the new platform with minimal downtime.

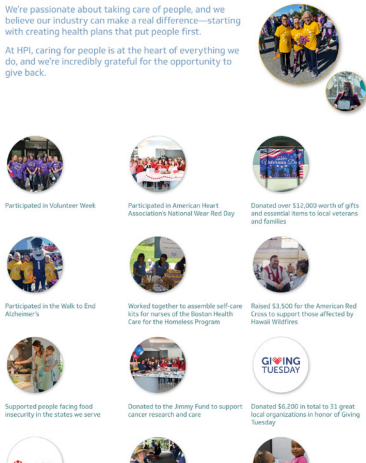
Solution

The migration to Umbraco 13 successfully modernized HPITPA.com, delivering a cleaner, faster, and more user-friendly website. With enhanced backend efficiency, HPI's team can now manage content more effectively, ensuring timely updates and an improved user experience. The removal of outdated features streamlined site performance, while stronger social media integration and optimized CTAs have increased engagement.

By partnering with Wakefly, Health Plans Inc. has not only upgraded its digital presence but has also positioned itself for future scalability and continued success. The new Umbraco 13-powered website provides a strong foundation for growth, ensuring that HPITPA.com remains a valuable resource for clients and stakeholders.



We're passionate about taking care of people, and we believe our industry can make a real difference—starting with creating health plans that put people first. At HPI, caring for people is at the heart of everything we do, and we're incredibly grateful for the opportunity to give back.



Wakefly



Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.