



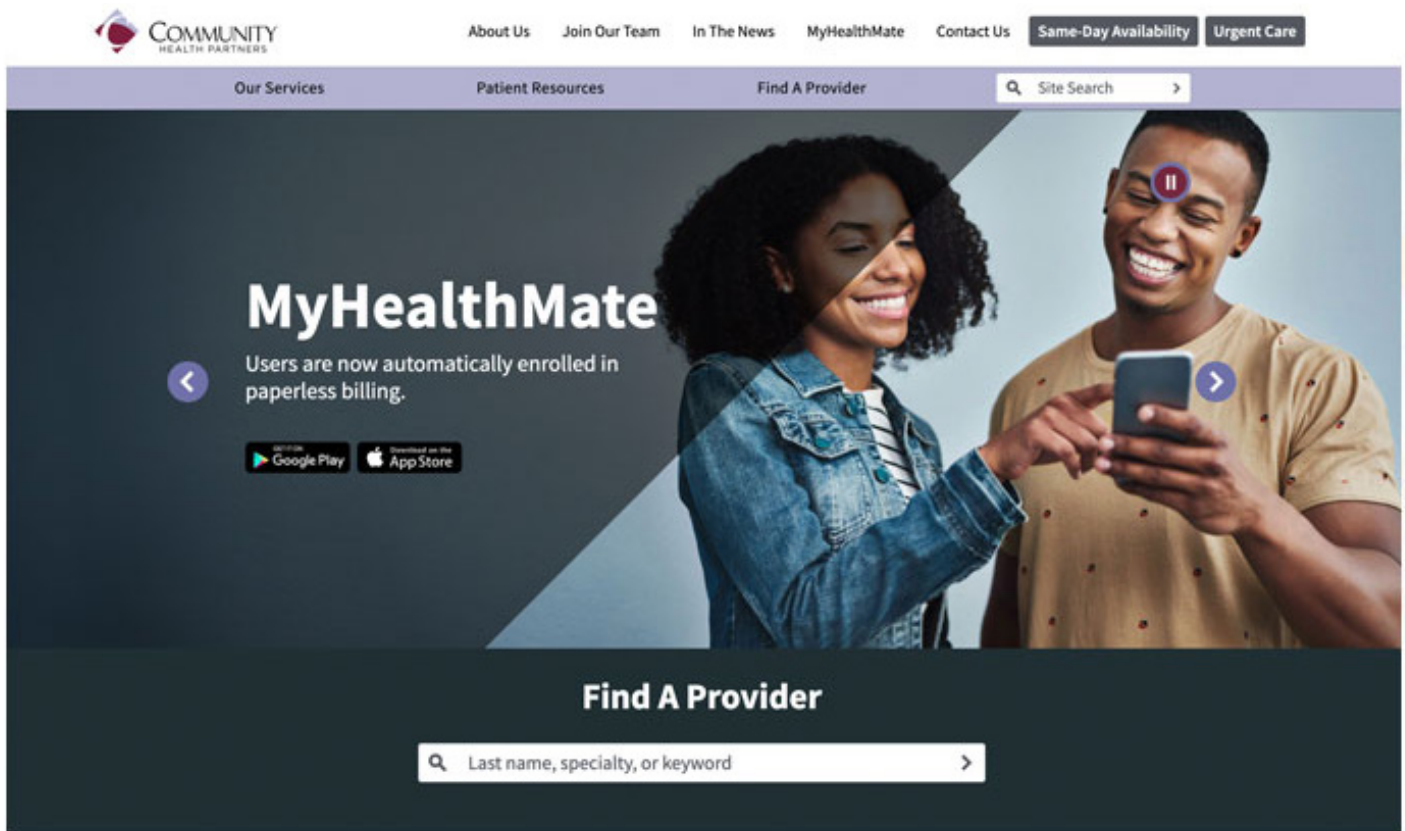
Community Medical Centers (CMC) partnered with Wakefly to rebuild the Community Health Partners (CHP) website within the same Kentico 13 installation as www.communitymedical.org, while maintaining it as a separate site. This initiative aimed to standardize design, streamline content management, reduce maintenance costs, and enhance user experience and accessibility.



Background

Community Medical Centers (CMC) sought to enhance its digital ecosystem by creating a more cohesive and streamlined web presence. The primary goal was to integrate Community Health Partners (CHP) within the same Kentico 13 platform as CMC's main website, www.communitymedical.org, while still keeping the sites distinct. This initiative

aimed to standardize the design across both websites, ensuring a consistent and professional brand experience for users, while reducing complexity and cost. A unified design would also make it easier for internal teams to manage both sites under the same framework, reducing administrative overhead and improving operational efficiency.



Goals & Challenges

Before the transition, Community Health Partners was operating on a different platform, which led to several challenges, including inconsistent branding and design that caused a disjointed user experience across CMC’s digital presence. Content management was inefficient, requiring updates across multiple platforms, increasing administrative workload. There were also SEO and accessibility concerns, as ensuring a seamless transition without affecting search engine rankings or usability was crucial. Additionally, migrating existing functionalities while preserving key site features presented technical complexity. Managing CHP physicians, their service locations, and specialties was cumbersome due to platform limitations.

Solution

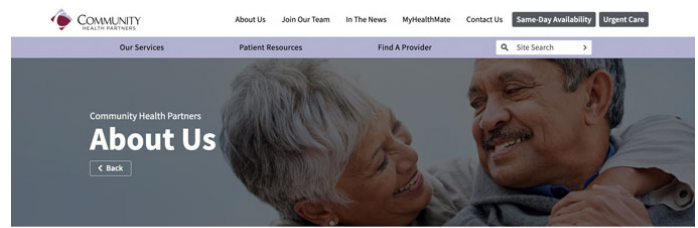
Wakefly implemented a structured rebuild strategy focusing on platform standardization by rebuilding CHP within the Kentico 13 installation alongside www.communitymedical.org while keeping it as a separate site. The unified design and templates were based on CMC’s existing design system to ensure a consistent brand experience. Client-provided mockups were incorporated, meeting business objectives while preserving site functionality. Optimized content management was achieved by centralizing updates across all web properties, improving efficiency. Additionally, Wakefly enhanced the physician directory by implementing a structured system for managing CHP physicians, service locations, and specialties, allowing for an intuitive interface that enables users to search and filter providers.

Results

The transition resulted in an enhanced user experience, providing patients, providers, and stakeholders with a seamless and intuitive interface. Cost savings were realized as consolidating the websites within a single Kentico instance reduced long-term maintenance expenses. Internal teams also benefited from improved efficiency, with faster content updates and a more manageable workflow. SEO and accessibility were retained through careful planning, ensuring no disruption to search rankings or compliance standards. The new system streamlined physician management, making it easier to update physician profiles, locations, and specialties, thereby improving the accuracy and accessibility of information.

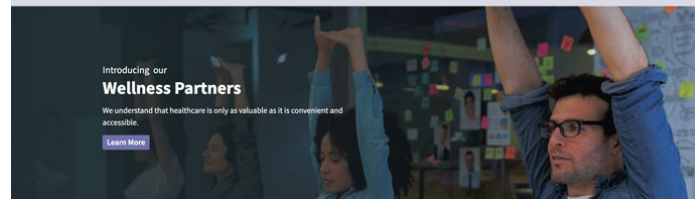
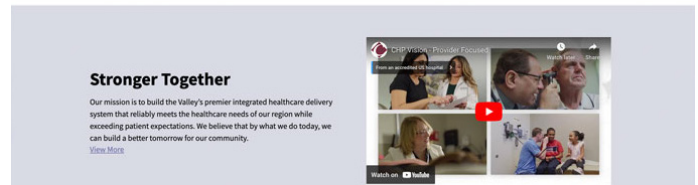
Conclusion

By successfully rebuilding CHP within the Kentico 13 infrastructure of www.communitymedical.org, Wakefly enabled Community Medical Centers to achieve a scalable, future-proof digital presence while keeping CHP as a distinct site. The improved platform enhances user engagement, operational efficiency, and cost-effectiveness, ensuring long-term sustainability. Wakefly’s expertise in Kentico 13 development, strategic execution, and meticulous planning ensured a smooth transition, allowing Community Medical Centers to modernize their digital ecosystem with minimal disruption.



A Vision of Health for the Valley

For more than 100 years, Community and our physician partners have been committed to providing the care Valley families need. We believe that physicians know their patients best, and our goal is to provide support, security, and choice empowering you to practice your best medicine. Our new medical foundation is one way we can partner with you and continue providing the quality care Valley families depend on for generations to come.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico’s highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly’s entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that’s right for you.