Community
MEDICAL CENTERS

Community Medical Centers is a private, not-for-profit healthcare network based in Fresno, California. We operate four hospitals and a cancer institute along with several long-term care, outpatient and other healthcare facilities.

Background

Community Medical Centers (CMC) partnered with Wakefly to redesign and rebuild their main website. The previous version of the website was built in an outdated version of Kentico and had been upgraded to 12SP over the years. With Kentico 12 reaching its end of life at the end of 2023, rebuilding the website in Kentico 13 was the obvious next step. Working together for 8 years, Wakefly had a deep understanding of the website needs when it came time to redesign and rebuild in Kentico 13.
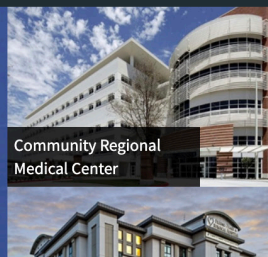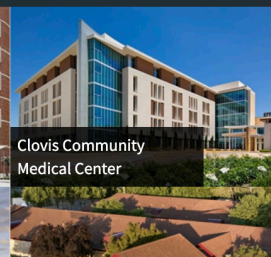
Goals & Challenges

The main goal of the rebuild effort was two fold. First and foremost, CMC wanted to streamline the navigation within internal pages, as the previous site was confusing and made navigating throughout the website difficult for users. Secondly, CMC needed the new site to be built in a way that would support their efforts to continually update and grow the content on the site. With the previous version of Kentico, the CMC team was hindered by the overly structured nature of page templates, which didn't provide the flexibility they needed for their ever changing content.
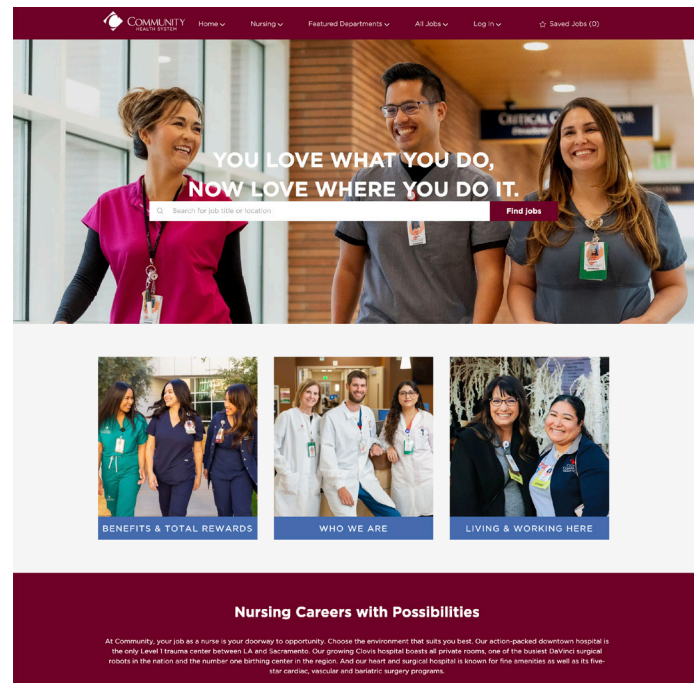
Solution

To address the confusing internal page navigation, Wakefly and CMC collaborated on a design that made it easy for the user to quickly identify where they were on the site and to navigate either back to where they came from, or continue browsing in the current section. From an implementation standpoint, Wakefly leveraged Kentico 13's Page Template Properties which allowed the CMS user to easily specify what level of navigation they wanted to display on each individual page, regardless of where the page was located in the content tree.

To provide the CMC team with the ultimate level of flexibility to support their content needles, Wakefly created several new Page Builder Templates and layout options that quickly and easily allowed the CMC team to create page layouts that would suit their content needs. Wakefly
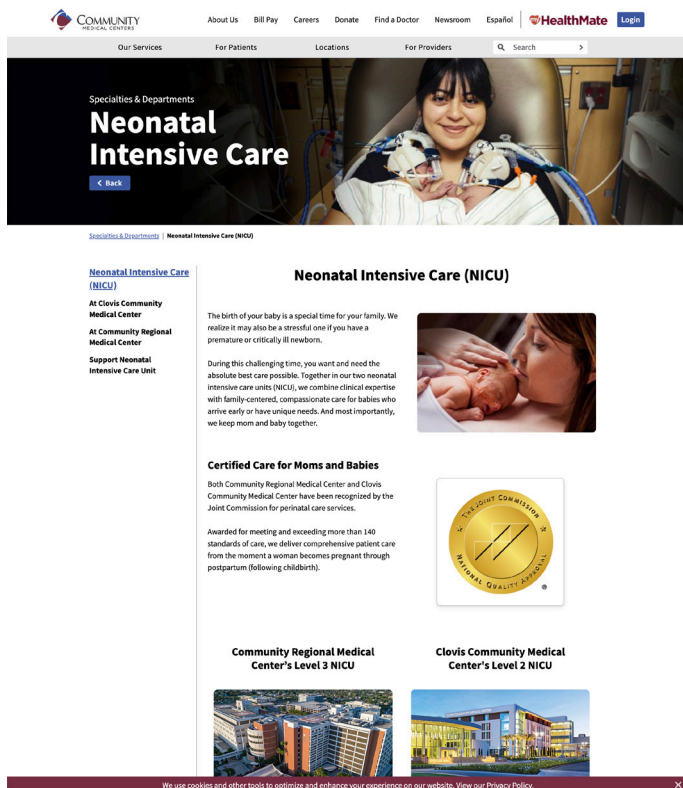
also armed CMC with a suite of page builder widgets to apply to these pages which gave them the ultimate flexibility on how to display their content.

CMC was pleased with the result of the rebuild and has engaged Wakefly again to rebuild another site in their network using the same Kentico instance and leveraging a lot of the features and functionality.

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.