



Redesign Roundtable: Learn Healthcare Website Redesign Tips from Marketing Leaders

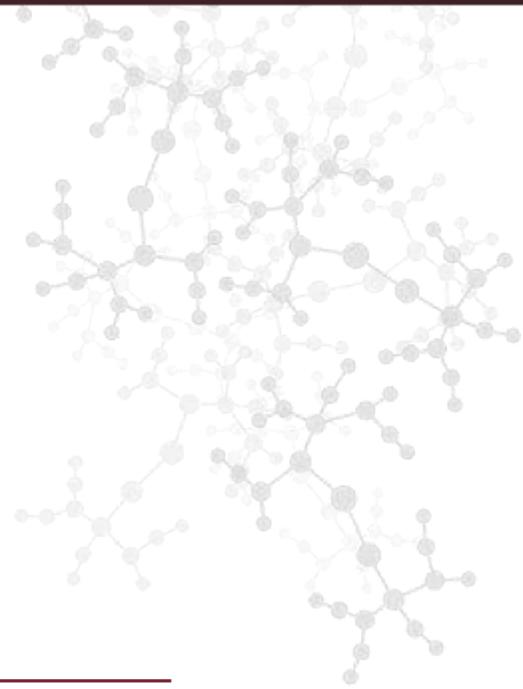
GEONETRIC®

Your Host



Ben Dillon
Chief Strategy Officer, Geonetric

- Helps organizations across the country embrace online strategies to engage health consumers
- SHSMD President-Elect
- Master's degree in eBusiness and strategic management from the University of Iowa and a bachelor's degree in computer engineering from the University of Michigan



Your Roundtable



Haley Hite

Firelands Regional Medical Center



Christy Laub

Tower Health



Dave Groth

UNM Health Sciences Center

Healthcare Redesign Trends

When is it time to redesign?



Overall Marketing Budget vs. Digital Marketing Budget

	Decrease	Remain the same	Increase	
Digital Decrease	1.8%	0.6%	0.6%	3.0%
Digital Remain the Same	1.8%	25.4%	3.6%	30.8%
Digital Increase	7.1%	29.0%	17.8%	53.8%
	10.7%	55.0%	21.9%	

Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

Do You Plan To Redesign Your Main Website(s)?

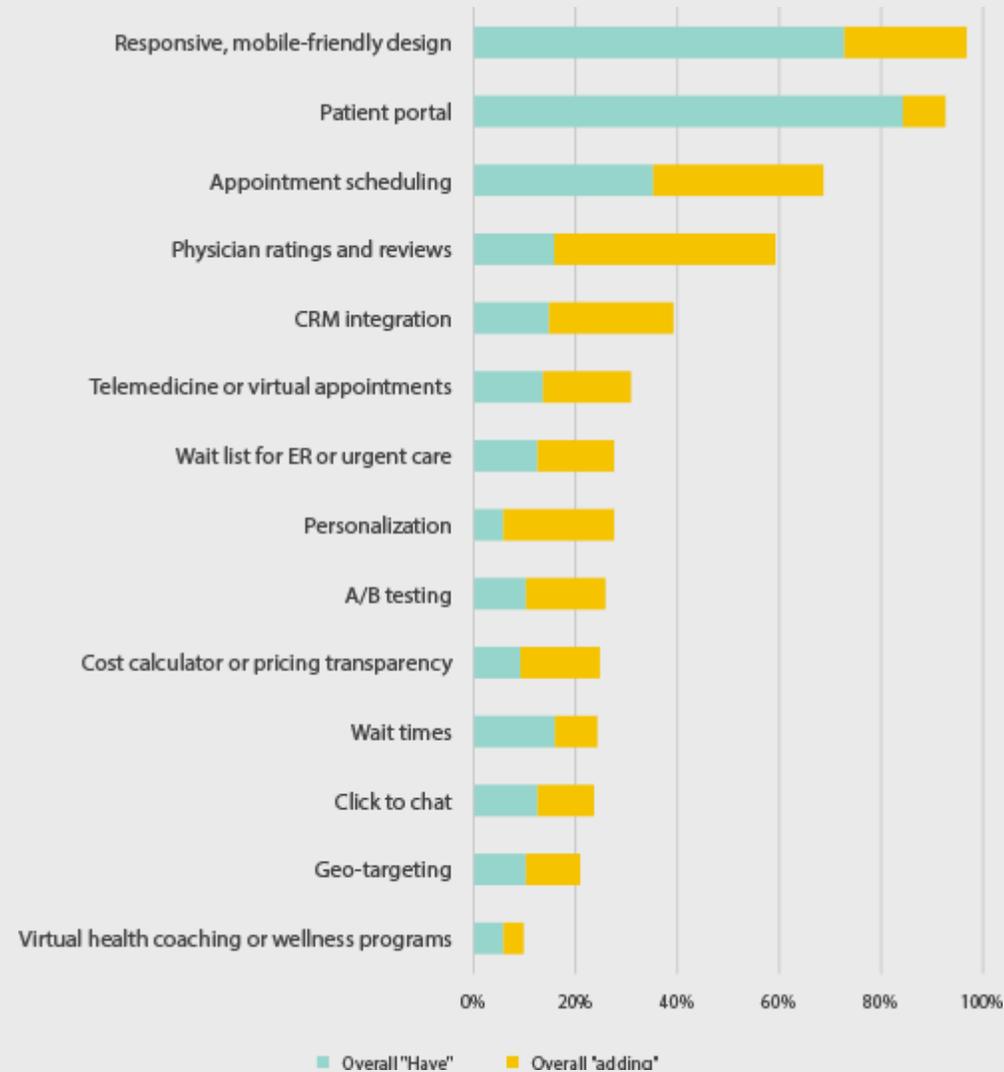
	No, no plans to change CMS in near future	No, CMS change recently completed (within 12 months)	Yes, CMS change in progress	Yes, CMS change in planning stages	Grand Total
No, no plans to redesign in near future	29%	1%	0%	0%	30%
No, redesign recently completed (within 12 months)	8%	11%	0%	1%	20%
Yes, redesign in progress	17%	1%	6%	1%	24%
Yes, redesign in planning stages	10%	1%	1%	14%	25%
Grand Total	64%	14%	7%	16%	100%

Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

We've traditionally seen
a 3-year redesign cycle
for healthcare websites.
Currently, that's slowed
to a 4-year cycle.

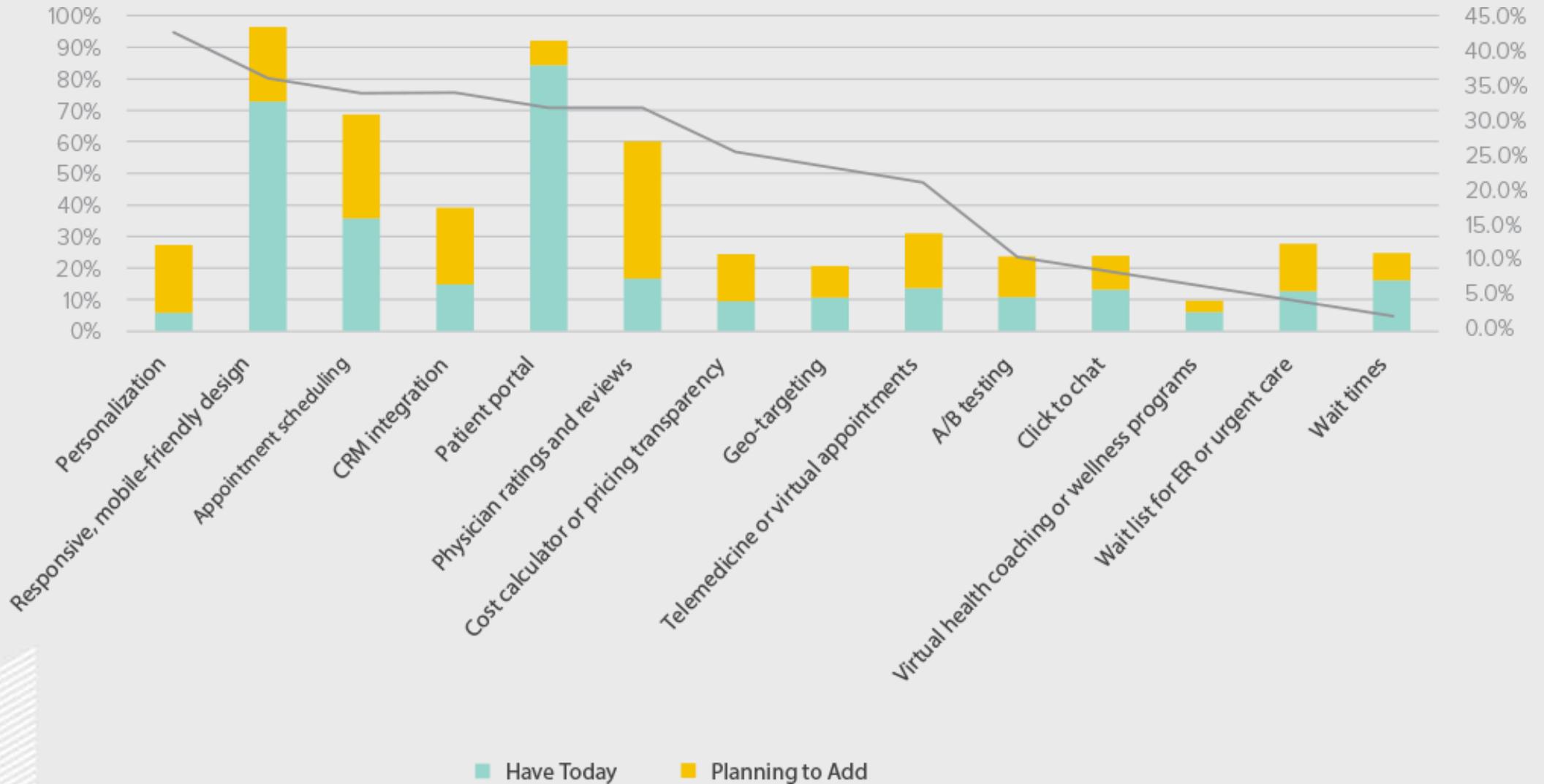


Adoption of Advanced Website Features: "Overall"



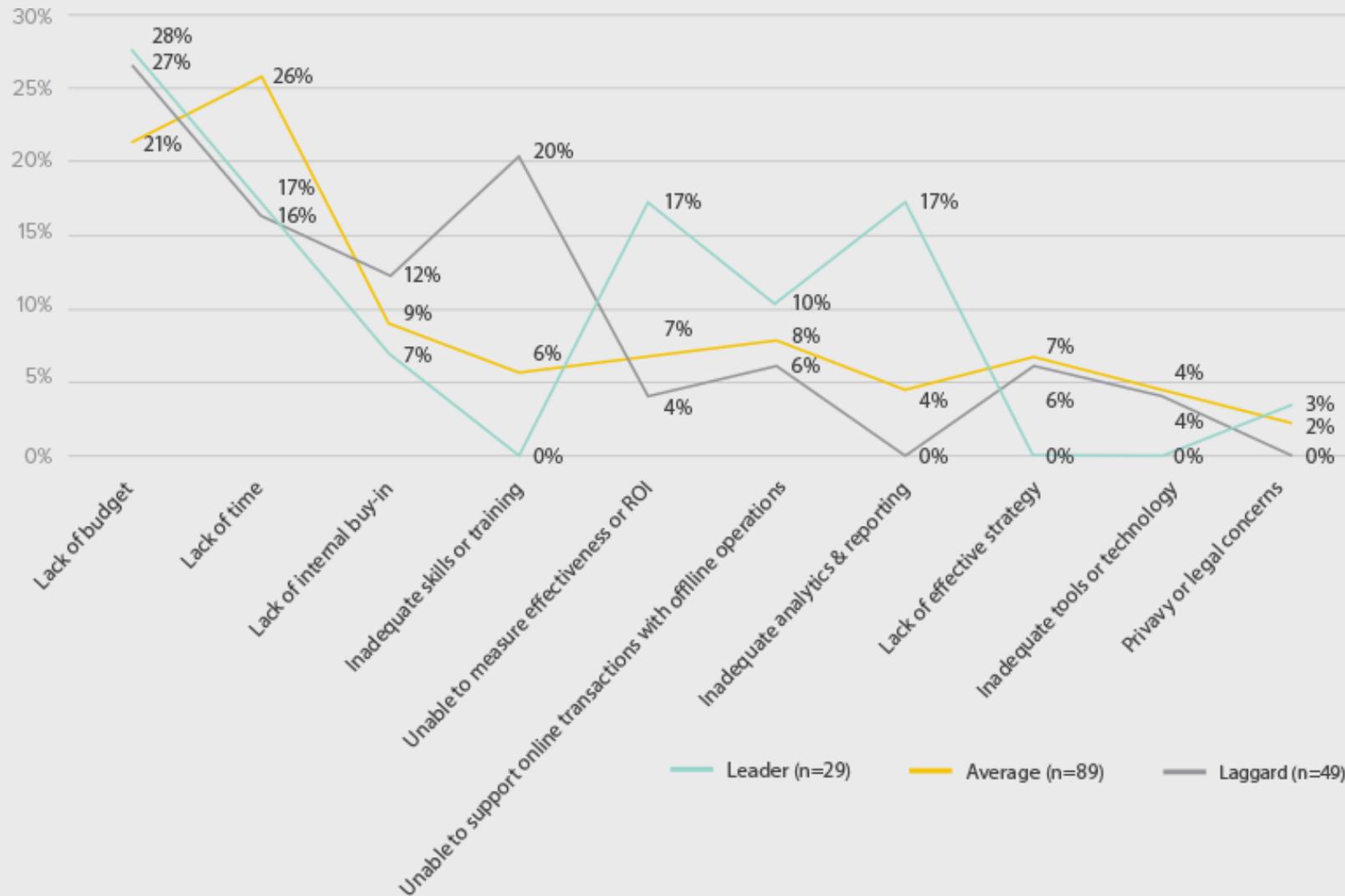
Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

Feature Adoption vs. Importance



Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

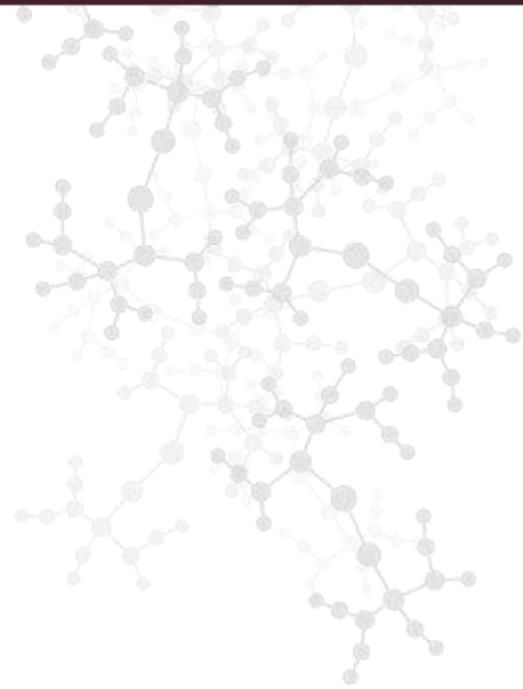
What is the Single Greatest Barrier Preventing Your Digital Marketing Efforts From Being More Successful?



Source: Geonetric 2017 Digital Marketing Trends in Healthcare Survey

Today's top drivers for redesign

- Mobile (responsive design)
- Rebrands
- Growing organizations (organic/M&A)
 - Silo-to-system
- Responsive 2.0



Roundtable Presenter



Haley Hite

Marketing Generalist, Firelands Regional Medical Center



About
Firelands Regional Medical Center

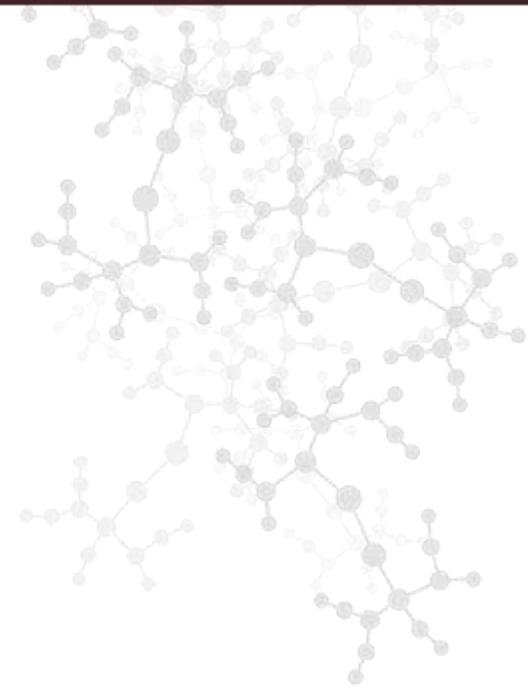


Firelands Regional Medical Center

- Firelands Regional Medical Center is in Sandusky, OH and is the area's largest and most comprehensive resource for quality medical care.
- Resulting from the consolidation of what once were three separate hospitals serving the area, Firelands now serves as the only full-service medical center in Erie County.
- Firelands is locally managed and governed as a not-for-profit healthcare facility.

What initiated change

- Shift to embrace digital
- New CMS
 - Not user friendly
 - SEO challenges
 - Limited functionality
 - Limited amount of content
- Site design was old, outdated
- Better connect sites



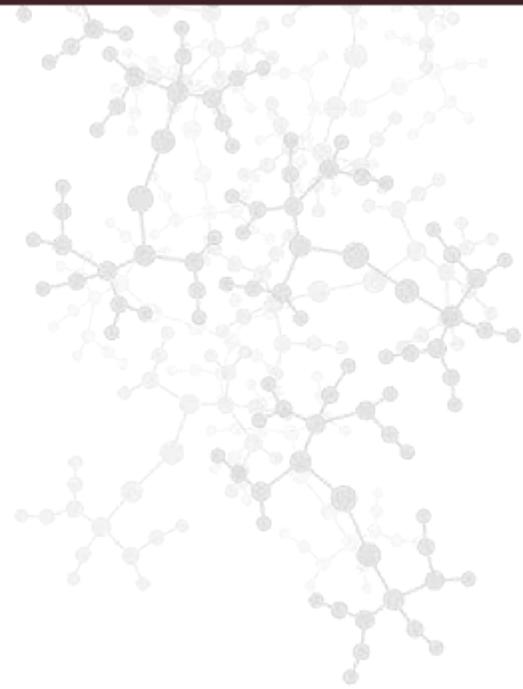
Before

The screenshot shows the homepage of the Firelands Regional Medical Center. The top navigation bar includes links for 'About Us', 'Patients & Visitors', 'Services', 'Health Resources', 'Make a Gift', 'Careers', 'School of Nursing', and 'Medical Education'. The main banner features a 3D anatomical illustration of a human spine and torso. The text reads: 'Some of the Best Orthopedic & Spine Surgeons in the Nation' and 'Right here at Firelands Regional Medical Center'. Below this, two 'AMERICA'S 100 BEST' award logos are displayed. A secondary text block states: 'One of only two Ohio hospitals on the list of America's Best 100 Hospitals for Spine Surgery & Orthopedic Surgery.' The bottom navigation bar contains links for 'Services', 'Find a Physician', 'Search Site', 'Calendar', 'Bill Pay', 'Contact Us', and 'My Health e-Chart'. At the very bottom, there are links for 'Current News >', 'Classes & Events >', and 'Free E-Newsletter'.

The screenshot shows the homepage of the Firelands Physician Group. The top navigation bar includes links for 'Home', 'About Us', 'Services', 'Locations', 'Contact Us', and 'Patient Portal'. The main banner features a large image of a smiling male doctor, Dr. Braniecki, with a baby. The text reads: 'Looking for a new family doctor?' and 'Dr. Braniecki is accepting new patients at his Port Clinton office. 3560 East Harbor Road Port Clinton, OH 43452. To schedule an appointment call: 419-732-0700'. Below the banner are two buttons: 'Search Site' and 'Contact Us'. A section titled 'Welcome to Firelands Physician Group' includes a paragraph of text: 'We are proud to be the healthcare provider of choice for our patients. With over 100 years of combined experience, our physicians are on the medical staff of Firelands Regional Medical Center and have joined together to provide the care you need when you need it.' Below this are three image-based buttons: 'Find a Physician', 'Urgent Care', and 'Patient Portal'. The footer contains contact information for the Port Clinton office: '419-732-0700', '3560 East Harbor Rd', 'Port Clinton, OH 43452', and '419-732-0700'.

Researching new partner and platforms

- Had a few options on the table
- Wanted more control
- Wanted a digital strategy partner



Redesign process

- Get priority stakeholders involved early
 - Finance (how to operationalize processes, such as online bill pay)
 - CEO
 - VP of Physician Group
- Stakeholder survey
- Content strategy, web design & development – Geonetric team
- Content writing & placement – Firelands team

Firelands Regional Medical Center Firelands Physician Group The Foundation for Firelands

[About](#) [Classes & Events](#) [Blog](#) [Careers](#)

[My Health eChart](#)

[Find a Doctor](#) [Care & Treatment](#) [Locations](#) [Patients & Guests](#) [Education & Training](#)

AMERICA'S 100 Best
BEST HOSPITALS
2015

AMERICA'S 100 Best
BEST HOSPITALS
2016

PATIENT SAFETY EXCELLENCE AWARD
2017

Welcome to
Firelands Regional
Medical Center

How Can We Help You?

Care that Revolves Around You

We take your safety seriously. As the area's largest and most comprehensive resource for quality medical care, Firelands Regional Medical Center is ranked among the Top 10% in the Nation for Patient Safety in 2017. Search our care and treatment services in our A to Z Listings.

Emergency Room

Orthopedics & Spine

Heart

Behavioral Health

Find A Doctor

Over 300 medical staff members committed to helping you stay well.

Keep Your Family Safe

Firelands Regional Medical Center was named among the top 10% in the nation for patient safety in 2017 by Healthgrades. See more awards.

Empower **Calendar** **News**

Feel Better at Your Hometown Hospital

It's time to find a hometown hospital with the expertise to meet the complex and the routine. That's what Firelands provides for Erie County residents.

October 31, 2017

Can Too Much Touchscreen Use in Infants Cause Health Problems?

Can too much touchscreen use among infants and toddlers cause health problems? Studies say yes. Read what Firelands Regional Medical Center has to say.

October 24, 2017

[View More](#)

Close to Home

Firelands Regional Medical Center serves the counties of Erie, Ottawa, Sandusky and Huron, covering a regional service area with over 300,000 residents.

[Find A Location](#)

9

Community outreach services for lab services

11

Outpatient behavioral health locations

300

Plus medical staff members

400

Registered beds

[f](#) [t](#) [v](#) [i](#) [g](#)

Firelands Regional Medical Center
1111 Hayes Ave.
Sandusky, OH 44870

419.557.7400

Contact Us
News
Quality
Physician Recruitment
School of Nursing

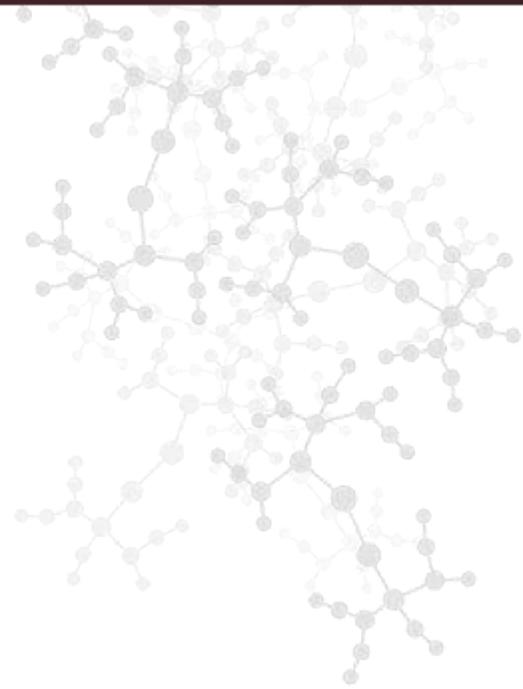
Disclaimer
Corporate Compliance
Privacy Statement
Non-Discrimination Statement
Erie County Health Assessment

© 2017 Firelands Regional Medical Center. All rights reserved.



Highlights

- Locations directory



[Home](#) / [Locations](#) / [Locations Profile](#)



[Return to Results](#)

Firelands Physician Group Sandusky Orthopedics



[Expand Map](#)

Firelands Physician Group Sandusky Orthopedics
1401 Bone Creek Drive
Sandusky, OH 44870

[Get Driving Directions](#)

Service Line

- [Back and Spine](#)
- [Orthopedic Surgery](#)

Main: 419-625-4900

[Find a Physician at this Location](#)

Accepted Insurances

Accepted insurance providers may vary by office, so check with your office when scheduling an appointment.

[View Insurances](#)

Recent News

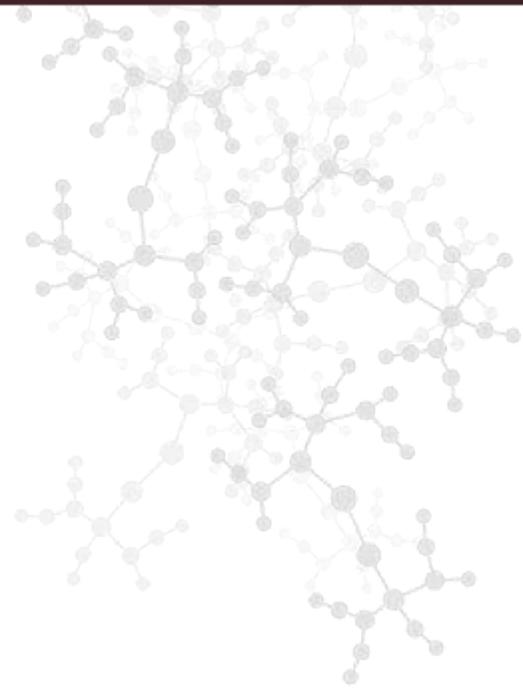
[Dr. Colleen Calvey Earns Board Certification in Orthopedic Surgery](#)
September 15, 2017

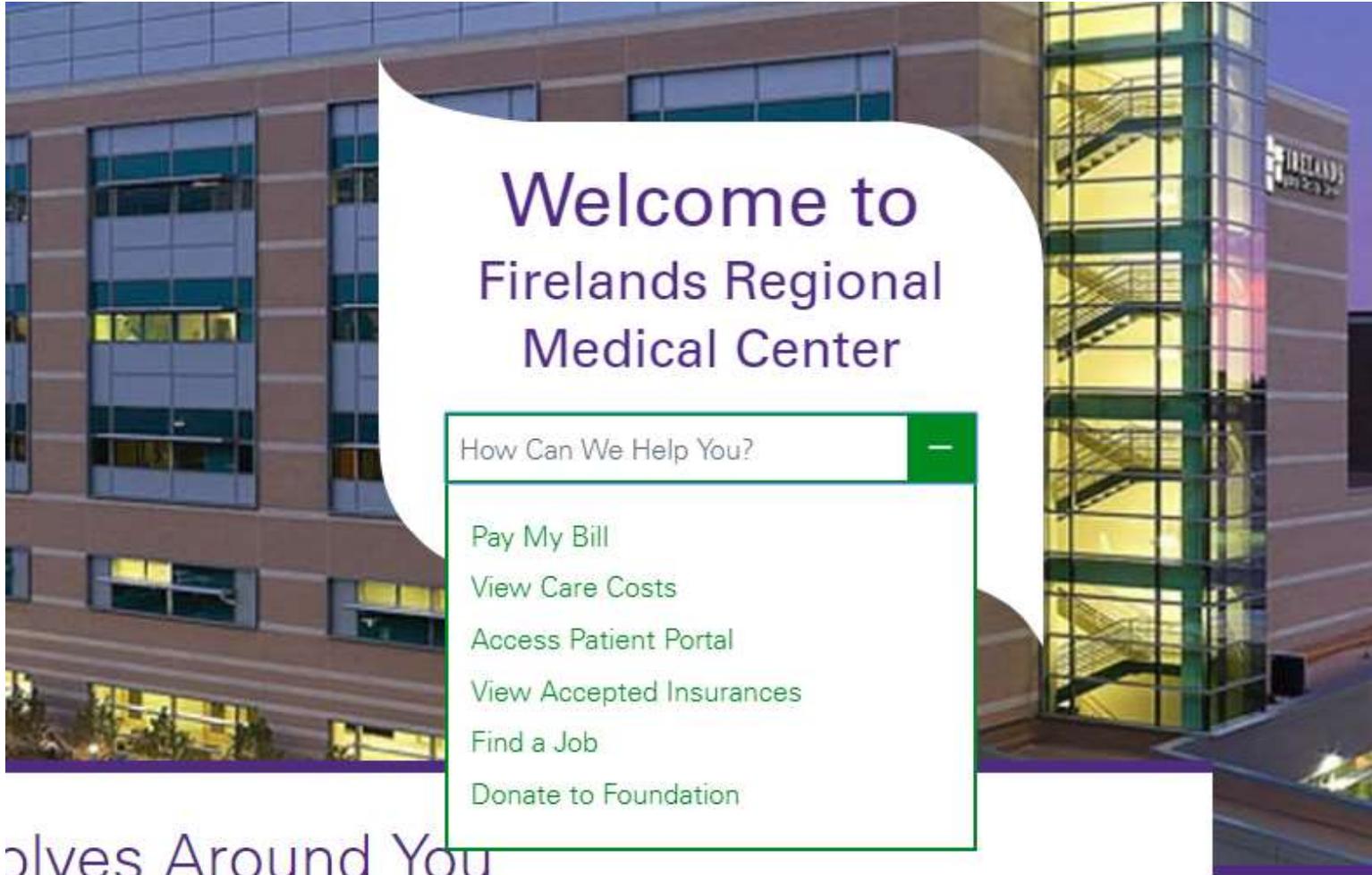
[Physical Medicine & Rehabilitation Physician Joins Firelands Physician Group](#)
September 12, 2017

[Sandusky Psychiatrist, Dr. Anupam](#)

Highlights

- Locations directory
- Quicklinks





Welcome to Firelands Regional Medical Center

How Can We Help You?

- Pay My Bill
- View Care Costs
- Access Patient Portal
- View Accepted Insurances
- Find a Job
- Donate to Foundation

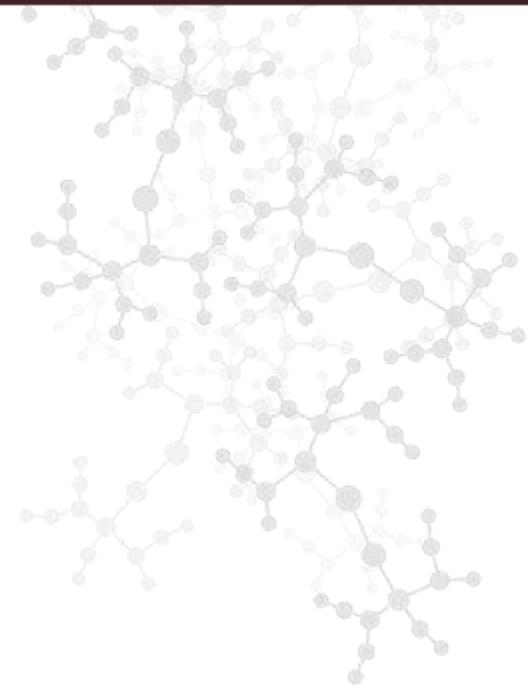
olves Around You

largest and most comprehensive resource for quality



Highlights

- Locations directory
- Quicklinks
- Provider profiles



New Search



Roxanne B. Rogers, MD

Accepting new patients.

Profile

Office Information

Medical History

Specialties

- Family Medicine

Languages

- English

Status

Biography

Professional

Personal

Dr. Rogers' reasons for becoming a physician are two-fold: first, she appreciates the connections that being a physician allows her to

"I have always been drawn to science and understanding how this world works and helping others on a personal level. Medicine is a perfect blend of the two."

Coming to work every day isn't a challenge for Dr. Rogers, which is because it's her profession.

"I work with a great group of people so I really enjoy being in my profession. Being a physician is just being a part of my patients lives. I get to help people when they are down, watch their children grow, and share in their

And one of Dr. Rogers' top goals for her role as a family doctor? To help her patients understand their health, so they leave their appointment feeling confident and informed.

"What I like to explain to my patients is that I want them to feel empowered. I want my patients to understand their health and things they can do on their own to be helpful. I want my patients to be able to make informed decisions so I encourage questions and I do my best to explain things thoroughly."

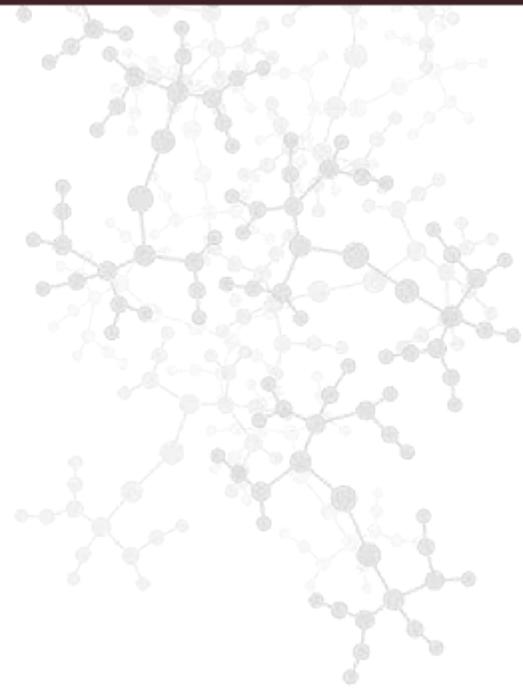
What Patients Are Saying

"Love Dr. Rogers. She really cares!"



Highlights

- Locations directory
- Quicklinks
- Provider directory
- Dynamic content



Orthopedics & Spine

[Orthopedic Surgery](#) >

[Back & Spine](#)

It's About You

Named Among the
Top 10% in the Nation for
Patient Safety in 2017.


[How Can We Help You?](#) +

Testimonial



"We appreciate the good care that was taken not only of my son, but of me. Nothing worse than having a sick kid, but he was my only focus. Great job."

- *Anonymous patient*

[Home](#) / [Care & Treatment](#) / [Orthopedics & Spine](#) / [Orthopedic Surgery](#)


Top Rated Orthopedic Doctors in Ohio

An orthopedic surgeon is a physician who diagnoses, treats, and helps prevent injuries, disorders and diseases of the body's musculoskeletal system, which includes bones, joints, ligaments, muscles, nerves and tendons. This system is important to everyday movement and function. So when you are in need of orthopedic surgery, you want someone who can provide great outcomes and get you back to doing what you love most.

And that's what you get when you choose among the top orthopedic doctors in Ohio at Firelands Regional Medical Center.

Nationally-Recognized by Healthgrades

physician or hospital.

- One of Healthgrades America's 100 Best Hospitals for Orthopedic Surgery™ for 2 Years in a Row (2017-2018)
- Recipient of the Healthgrades Orthopedic Surgery Excellence Award™ for 3 Years in a Row (2016-2018)
- Named Among the Top 10% in the Nation for Overall Orthopedic Services for 3 Years in a Row (2016-2018)
- Five-Star Recipient for Total Knee Replacement in 2018
- Five-Star Recipient for Back Surgery for 2 Years in a Row (2017-2018)
- Five-Star Recipient for Hip Fracture Treatment for 9 Years in a Row (2010-2018)



Learn more about some of the top orthopedic doctors in Ohio from Firelands Physician Group.

Accepted Insurances

Accepted insurance providers may vary, so verify the hospital's participation with your insurance provider before receiving services.

[View Insurances](#)

Related Providers



James R. Berry, MD
Orthopedics



Colleen R. Calvey, MD
Orthopedics



Michael J. Fetter, MD
Orthopedics



Thomas A. Olexa, MD
Orthopedics

Related Locations



Firelands Physician Group Sandusky
Orthopedics
419-625-4900

1401 Bone Creek Drive
Sandusky, OH 44870



Firelands Physician Group, Port Clinton
419-732-0700

3960 East Harbor Road
Port Clinton, OH 43452



Highlights

- Locations directory
- Quicklinks
- Provider directory
- Dynamic content
- Empower blog





Home / Blog / Employee Stories / In the Right Place at the Right Time: Greg Hoiles' Patient Story



EMPLOYEE STORIES

Published on October 10, 2017

In the Right Place at the Right Time: Firelands Employees to the Rescue Greg Hoiles' Patient Story

Greg Hoiles has a tradition with his wife, daughter and grandson – every summer they travel from Navarre, Ohio, which is 20 minutes west of Canton, to Sandusky, Ohio at Castaway Bay, ride roller coasters at Cedar Point and splash around at Soak City for the weekend.

But this year, Greg's trip included something he hadn't planned for – a cardiac arrest.



Firelands Regional Medical Center

October 18 at 2:48pm · 🌟

Was it fate that three medical professionals from Firelands Regional Medical Center were just feet away when Greg Hoiles went into cardiac arrest at Cedar Point Shores (formerly Soak City) last summer?

"Them being there was a total miracle from God," said Greg. "This was a cardiac arrest. I was pretty much dead before I hit the ground."



In the Right Place at the Right Time: Greg Hoiles' Patient Story

Greg Hoiles has a tradition: every year his family travels to Cedar Point & Soak City. But in 2016, Greg's trip included something unexpected - cardiac arrest.

FIRELANDS.COM

👍 Like 💬 Comment ➦ Share

👍❤️👹 140

Top Comments ▾

Results

- Launch date: May 9, 2017
- Organic search traffic has increased by 6%, and mobile traffic has increased by 20%
 - Social traffic increased by 329%, primarily from Facebook
- Decreased bounce rate
 - 31% decrease in overall bounces, 18% decrease in mobile bounces
- Sessions to provider section has increased by 88% compared to last quarter
- Sessions to location section has increased by 122% compared to last quarter
- Organic keywords ranked on Google page 1 have increased 51% (Firelands) and 46% (FPG) since November 2016

Tips

- Stay as organized as possible from Day 1 to launch.
- Communicate with your team, pull people in to help.
- Make small changes over time.



Roundtable Presenter



Christy Laub

Digital Platform Manager, Marketing & Communications, Tower Health



Tower Health





About
Tower Health

Tower Health

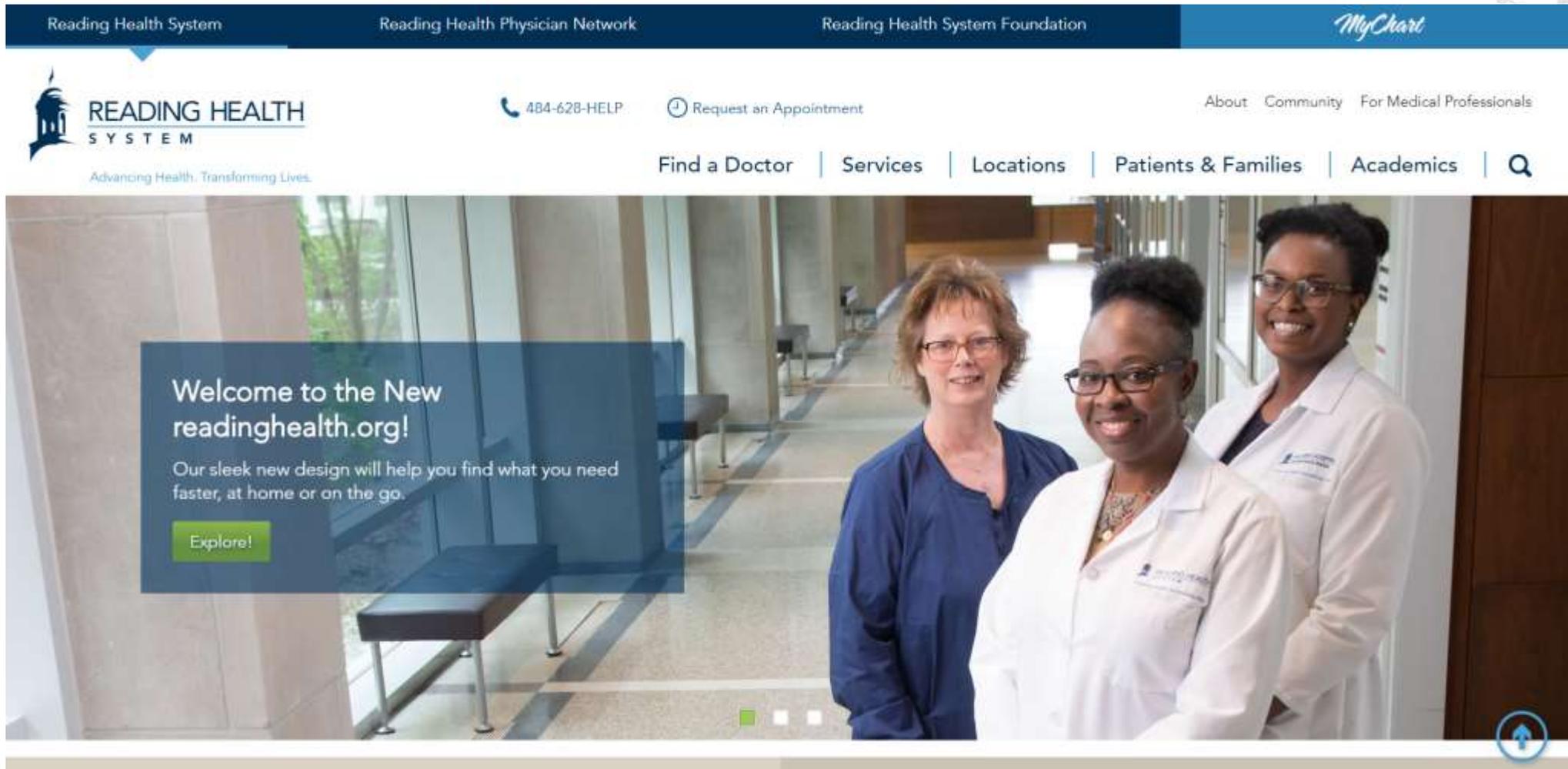
- Tower Health brings together more than 11,000 dedicated team members, 2,000 nationally recognized physicians, specialists and providers across 65 convenient locations.
- Six hospitals and other entities provide a full range of medical care — from prevention, screenings and education; to the latest clinical services and surgeries available; to rehabilitation.
- School of Health Sciences and multiple residency programs.
- *But... that's not who we were when our relationship with Geonetric started ...*

What initiated change

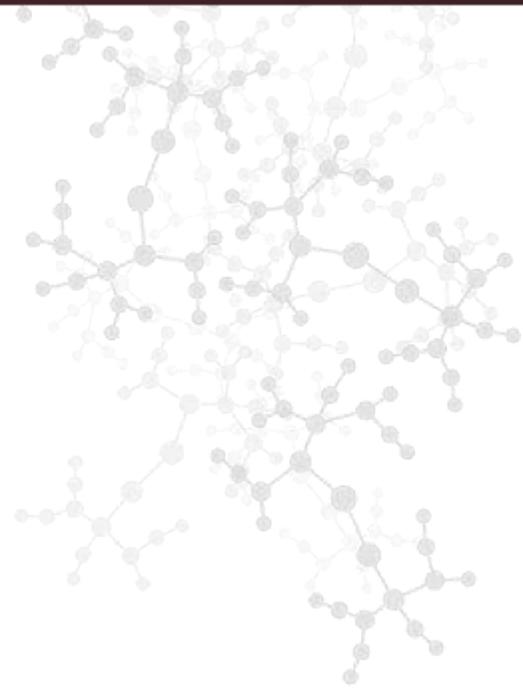
- Last redesign was in 2013 on Sitecore
- Thought we could support it – we couldn't
- Project scope – started as microsite, turned into redesign, turned into new platform



First iteration: Reading Health



Brand transition





Highlights

- Landing pages for major service lines



Heart & Vascular Care

[Home](#) > [Services](#) > [Heart & Vascular](#)



Services

Heart & Vascular

[Screening & Diagnosis](#)

[Conditions We Treat](#)

[Treatment](#)

Heart & Vascular Care

Through Miller Regional Heart Center at Reading Hospital, you'll find a team focused on treating and preventing heart disease with a full range of cardiac care services. Heart disease is the most challenging health issue facing Americans today.

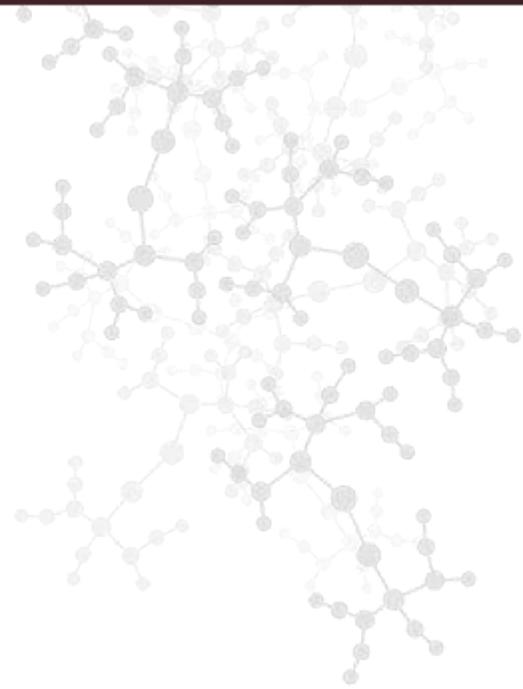
Did you know that every 34 seconds, someone in the United States has a heart attack? A diagnosis of cardiovascular disease can be frightening, but rest assured that Reading Hospital is here to help.

Contact Us

Call 484-628-HELP (4357) to find a provider or learn more about how Reading Hospital can help you get healthier and stay well.

Highlights

- Landing pages for major service lines
- Interconnectivity



Services

Women's Health

Breast Health

Gynecology

Midwifery

Osteoporosis & Bone Health

Pregnancy & Birth

Urogynecology

Fertility Care

Tests & Screenings Guide Form

Women's Health

From puberty to menopause and beyond, you'll find sensitive, expert care for women at Reading Hospital. Partner with compassionate caregivers who understand and address your evolving needs.

OB/GYN Services

Take advantage of a wide range of services and programs that benefit women:

- [Bone density scan](#) – Quick form of X-ray testing that can detect osteoporosis before you notice symptoms, so you can take steps to prevent fractures
- [Breast health](#) – Advanced tests such as 3D mammography, which creates a more detailed picture and helps doctors better identify cancer, especially in dense breasts
- [Fertility program](#) – Testing and treatment to help you get pregnant or identify the cause of infertility
- [Gynecology](#) – Pap smears, pelvic exams, birth control, and STD testing
- Menopause care – Help adjusting to physical changes and reducing side effects
- [Urogynecology](#) – Complete care, including minimally invasive surgery, for urinary incontinence, pelvic organ prolapse, fibroids, and other conditions of the bladder and reproductive organs

Community Outreach Clinic

Visit Reading Hospital Women's Health Center for excellent women's health care close to you at Reading Hospital's B-Building on the first floor. Pay on a sliding scale for pregnancy care, sexual health services, incontinence treatment, and lab tests. If your first language isn't English, take advantage of our interpreter services.

Call 484-628-9797 to make an appointment Monday through Friday, 7 a.m. to 4:30 p.m., at the health center, the largest OB/GYN practice in Berks County.

Beginnings Maternity Center

Enjoy complete, [family-centered maternity care](#) from doctors, midwives, and doulas who help you safely welcome and tend to your new baby at Beginnings Maternity Center at Reading Hospital.

Learn how to encourage a healthy pregnancy, get support from your peers, and access expert services for high-risk situations.

You'll appreciate private rooms with spa-like showers for the new mother. And if your newborn needs specialized care, you'll find it at our region's leading neonatal intensive care unit (NICU).

A Team Approach to Care

Your women's health care provider works closely with a team of professionals who meet regularly to discuss the best ways to care for people like you.

That means you get access to the expertise of obstetricians/gynecologists, midwives, physician assistants, nurse practitioners, nurses, and residents (doctors receiving training).

Contact Us

Call 484-628-HELP (4357) to find a provider or learn more about how Reading Hospital can help you get healthier and stay well.

Related Locations



[Advanced Care for Women - Tower Health Medical Group](#)

484-628-7900

301 S. Seventh Avenue
Suite 245
West Reading, PA 19611



[Advanced Care for Women - Tower Health Medical Group](#)

484-628-7905

301 S. Seventh Avenue
Suite 380
West Reading, PA 19611



[Advanced Fertility and Reproductive Medicine - Tower Health Medical Group](#)

484-628-7900

301 S. Seventh Avenue
Suite 245
West Reading, PA 19611

[View More](#)

Related Doctors



[Dominic J. Cammarano, DO](#)
Gynecology,
Obstetrics and Gynecology



[Christopher J. Pugh, DO](#)
Gynecology, Urogynecology



[Sandhya Yerram, MD](#)
Obstetrics and Gynecology

[View More](#)

Highlights

- Landing pages for major service lines
- Interconnectivity
- Tower Health Medical Group's own designated section





Tower Health Medical Group

Home > Tower Health Medical Group



Tower Health Medical Group

[Providers](#)

[Services](#)

[Locations](#)

Tower Health Medical Group

Entrust your family's health to the caring experts in Tower Health Medical Group. With nearly 700 primary care and specialty providers at 75 locations in southeastern Pennsylvania, we offer almost any service you need, close to home. Count on us for convenient, high-quality care at every stage of life.

Specialties & Locations

From cardiology to wound healing, you'll find a full range of medical services for children and adults. Get your care at one of dozens of locations in your area, including offices with convenient evening and weekend hours.

Join Our Team

Whether you're a medical professional or support staff, explore the benefits of a career with Tower Health Medical Group.

[Physician and Advanced Practitioners](#)

[Nursing](#)

[All other](#)

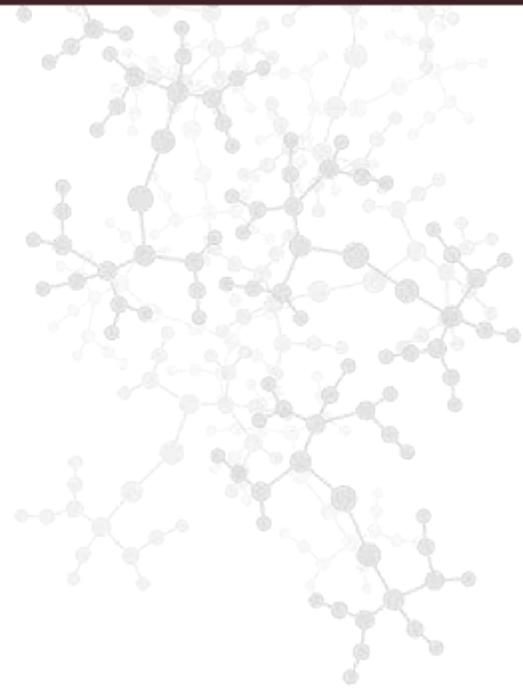
Vision	+
Mission	+
Values	+

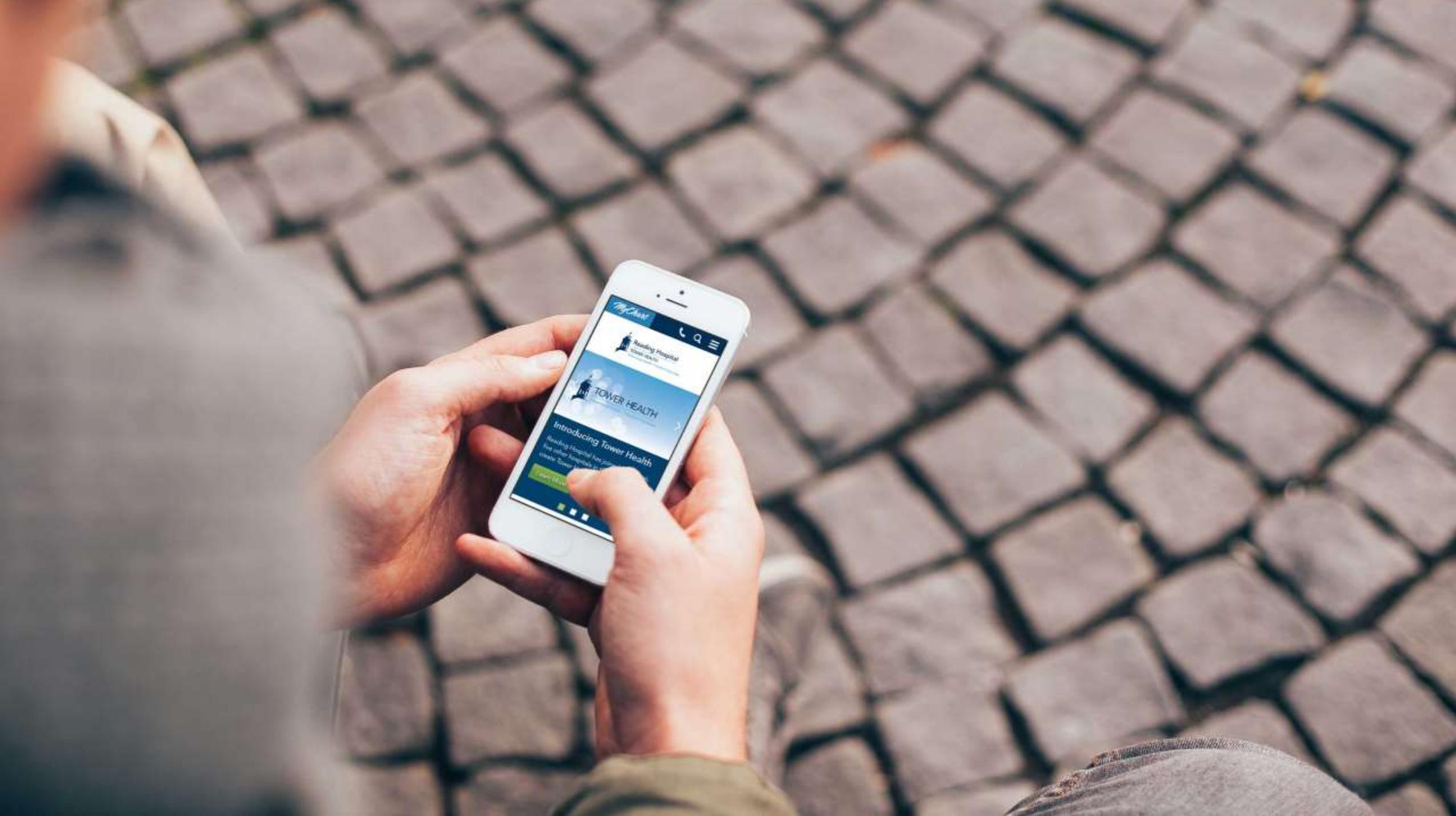
Find a Doctor

Browse [Tower Health Medical Group providers](#) to find your partner in medical care. Or call 610-898-5620 for guidance in choosing a doctor who's right for you.

Highlights

- Landing pages for major service lines
- Interconnectivity
- Tower Health Medical Group's own designated section
- Enhanced mobile access





Results

- Decreased overall bounce rate by 20%
- Went from 1.93 pages per session to 2.39
- Doubled traffic to maternity center/pregnancy & birth pages
 - Other service lines also seeing increased traffic and engagement
- Patients & Families section went from a 75% bounce rate to 37%

Tips

- CONTENT! Whatever you think you'll need as far as resources, double it!
- Know what your internal approval process is, and plan (as best you can) accordingly.
- Work with stakeholders to both understand what the key, can't-function-without-them features are.

Roundtable Presenter



Dave Groth

HSC Web Communications Manager, UNM Health Sciences Center





HEALTH
SCIENCES

- **UNM, founded in 1889, 33 years before New Mexico was admitted to the Union**
- **State's flagship university**
- **Health Sciences was started in 1961 with founding of our School of Medicine**
- **Nursing, Pharmacy, and Population Health have been added**
- **2,000+ students**
- **1,500+ medical providers**
- **Own our own hospital and clinics**

Why now?

\$80,000,000

Bond issue

200,000

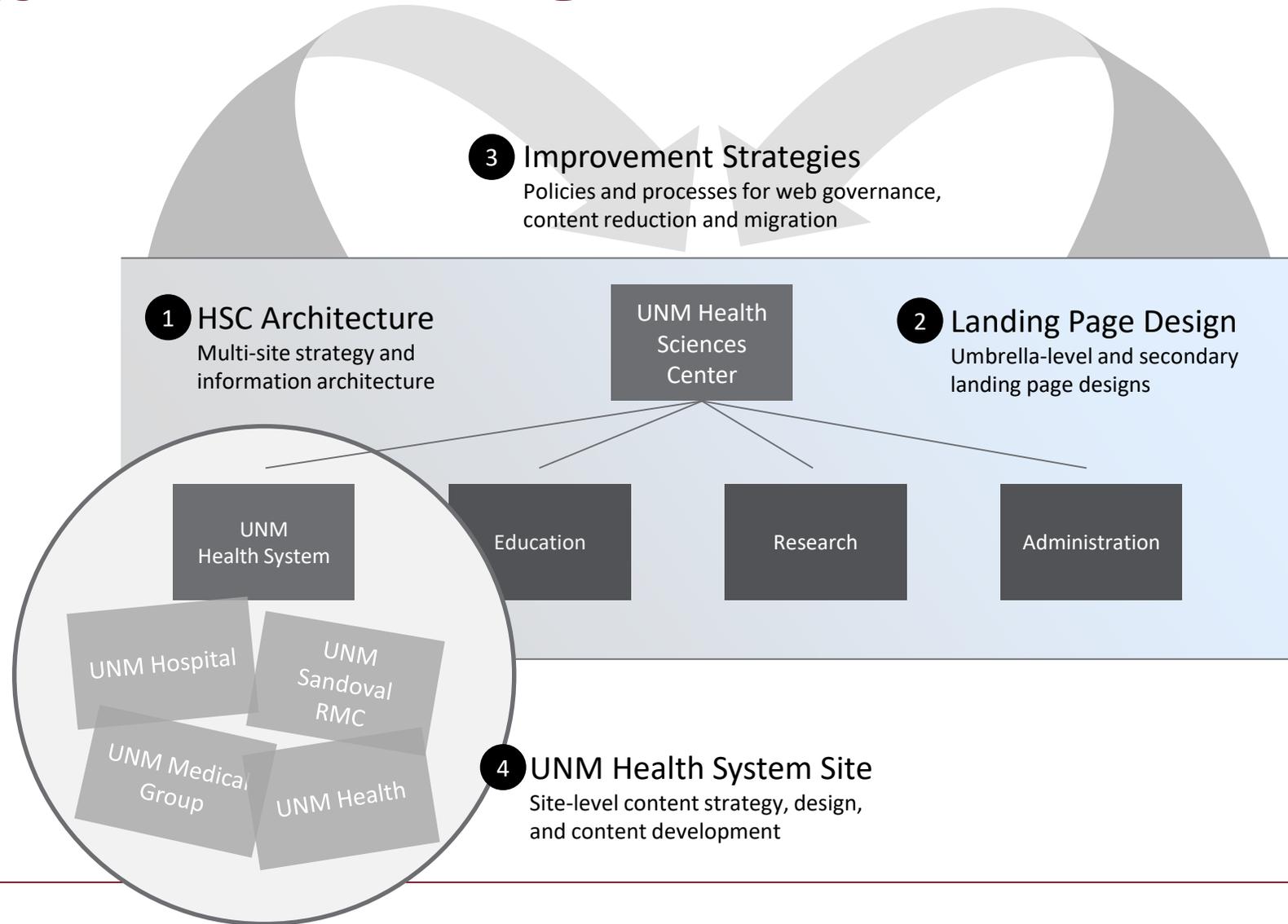
pages and files



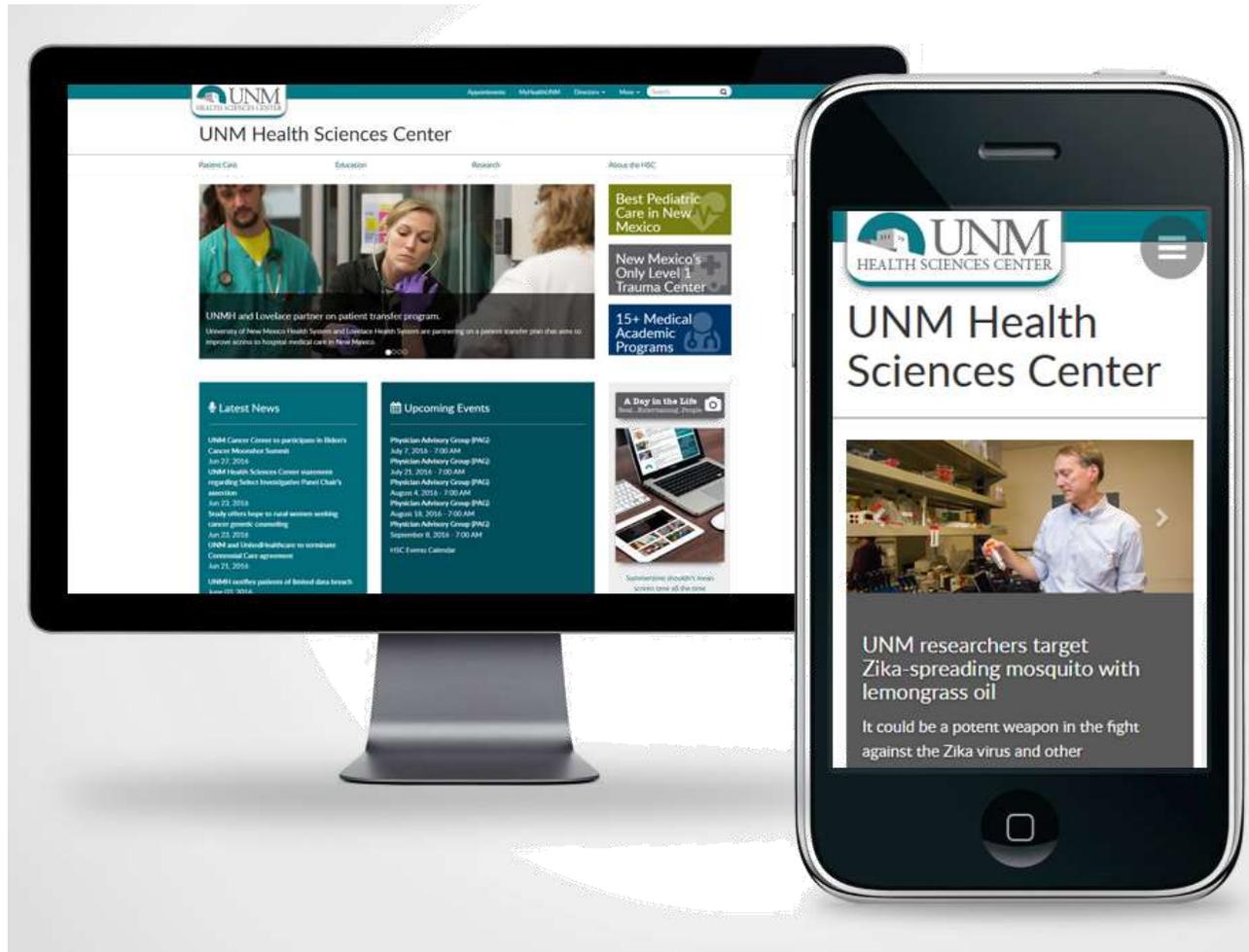
1,500



Strategy for the change

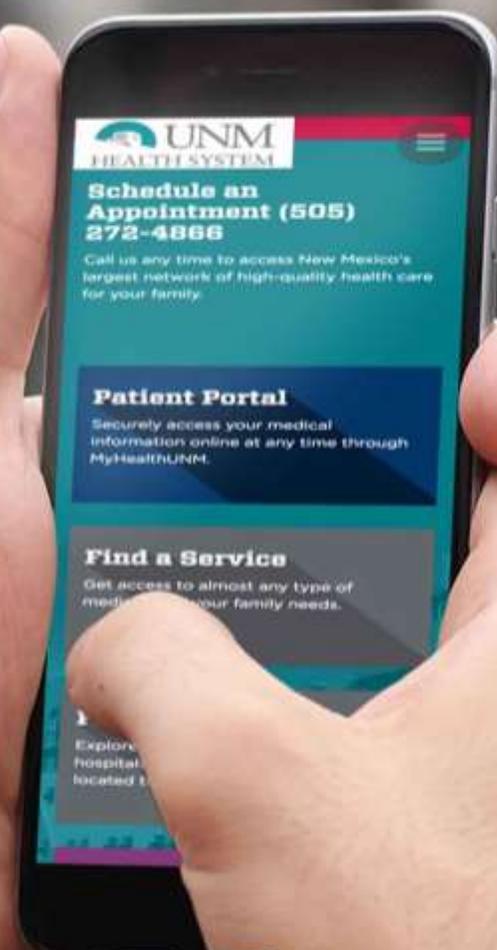


Legacy UNM Health Sciences Center website



Desired Improvements

- Simplify user experience
- Better organized content
- Responsive design
- Visual design should be cohesive with message and voice
- Strong brand presence
- Improve consistency
- CTAs for patients should be easier to find





UNM Health Sciences Center | Website Governance Standards

Core Website Strategy: The UNM Health Sciences Center website exists to attract students, researchers and community members to communicate our outstanding research, education and dedication to health care in New Mexico.

To do that, we will provide relevant, current and meaningful content, tailored to the appropriate audiences to aid in learning about, interacting with and developing a loyalty to the UNM Health Sciences Center.

Purpose

The purpose of this policy is to establish standards, methods and governance for all public Health Sciences Center websites.

Applicability & Compliance

This policy applies to all public, official HSC websites for organizations and employees within the HSC structure. Non-compliant public websites will be removed.

Scope

This policy does not supersede or replace any existing UNM policies already in place, nor does it pertain to social media channel management. This policy only applies to websites built on the hsc.unm.edu, which exists on the Cascade CMS (content management system).

Websites present under the hsc.unm.edu domain include:

- <http://hsc.unm.edu>
- <http://hsc.unm.edu/health>
- <http://hsc.unm.edu/research>
- <http://hsc.unm.edu/education>
- <http://hsc.unm.edu/community>

HSC Web Management Team

The HSC Web Team is the governing body for all HSC public websites. Only the HSC Web Team or its assignees will manage HSC public websites. The HSC Web Team will provide content and media management, site design, and production.

Team Roles & Responsibilities

- HSC Web Communications Manager – Responsible for the overall strategy of the HSC website, managing stakeholder engagement, managing the Web Team budget and manage the HSC Web Team.
- Website Administrator(s) – Responsible for architecture of the overall site, user flows, server and page maintenance and monitor, access and report on user/page/server data with relevant stakeholders
- Content Editor(s) – Responsible for final editing, proofreading, approval and updating of content to ensure consistency of quality, style and content



Schema.org & optimization results

523%

Increase in organic traffic to the site since Nov. 2016

176%

Increase in conversions

115%

Increase in organic traffic to the Women's Health section

Tips

- If it's not written down, it doesn't exist.
- Be specific about your expectation. What is included and what isn't?
- Communicate, communicate, communicate.