



VitalSite™

Sophisticated, healthcare-specific CMS





Engage visitors. Meet the needs of internal stakeholders. Make site content easy to manage and appealing for users. Your content management system (CMS) needs to do a lot, and that's why healthcare marketing leaders depend on Geonetric's VitalSite CMS. VitalSite not only supports well-designed websites and intranets, it also makes it easy for healthcare marketers to create content and manage multiple sites.



VitalSite delivers

Built specifically for healthcare, VitalSite has everything you need in a single, unified platform. You'll get an intuitive administration interface that your entire team will be comfortable using, a sophisticated content authoring experience, and healthcare-specific functionality and directories — all on a reliable technical foundation that will give you an immediate competitive advantage.

Features critical to hospital websites



Content Management

- Intuitive content authoring
- Flexible page layouts
- Reusable content panels
- Dynamic SmartPanels
- Powerful taxonomy
- Comprehensive site search
- Media library and file management
- Mobile-ready site
- Multi-site and microsites
- Publishing approval workflow
- Scheduled content publishing and removal
- Content versioning and rollback
- Redirect management



Formulate

- Self-service form creation
- Powerful workflow, email generation, and integrations
- Standard export files and reporting
- Data encryption and HIPAA-compliant audit logging
- Appointment requests
- Class and event registration
- Online donations
- Bill payment
- Contact us
- Lead generation



Integration

- Google Analytics
- Customer relationship management (CRM)
- Marketing automation
- Credentialing
- Call center
- Appointment scheduling
- Wait-list and same-day self-scheduling
- Active Directory/LDAP
- Bill payment
- Fundraising and donor management
- eCommerce
- Health library and symptom checkers
- Pre-registration and patient forms
- Job listings



Healthcare-specific Functionality

- Find-a-doctor provider search and profiles
- Location search, maps, and profiles
- A to Z services listing
- Calendar and event registration
- Marketing dashboard
- eCards and printed cheer cards for patients
- Clinical trials directory and sign up
- Baby photo gallery
- News releases/press center
- Content marketing and blogging
- Searchable document library
- Wait-time indicator
- Quality reports



Built-in SEO

- Search and findability panel
- Heading tags
- Image tags
- Schema.org
- Site map and robots.txt
- Friendly URLs
- Lightweight code
- Canonical URLs



Security and Hosting

- Secure files
- Roles-based permissions
- HIPAA compliance
- PCI DSS compliance
- Separate development, staging, and live environments
- Highly scalable, redundant, load-balanced cloud hosting
- SOC 2 compliance
- 24/7/365 uptime monitoring
- SLA with 99.99% guarantee
- Routine vulnerability scans
- Single Sign-On
- Multi-Factor Authentication

The extras, included



Accessibility

Your site will be designed and developed following WCAG A and AA accessibility best practices, removing barriers for patients and ensuring everyone can connect and engage with your organization online.



Software updates

Automatic software updates give you and your site visitors new and improved functionality — in fact, our clients have received more than 100 software updates since 2014 at no additional cost. All updates are tested with each release, so you'll always have core software with the latest features and functionality without having to worry about updating numerous plug-ins.



Dashboard

The dashboard presents important high-level analytics data such as total site sessions and session breakdowns, top pages including providers and locations, module traffic and engagement, along with form conversions and events, and mobile vs. desktop usage.

Schedule a demo

Now that you've had an overview of all that VitalSite does, it's time to see it in action. Sign up today for a demo and see first hand how easy it will be to manage your next website with VitalSite.

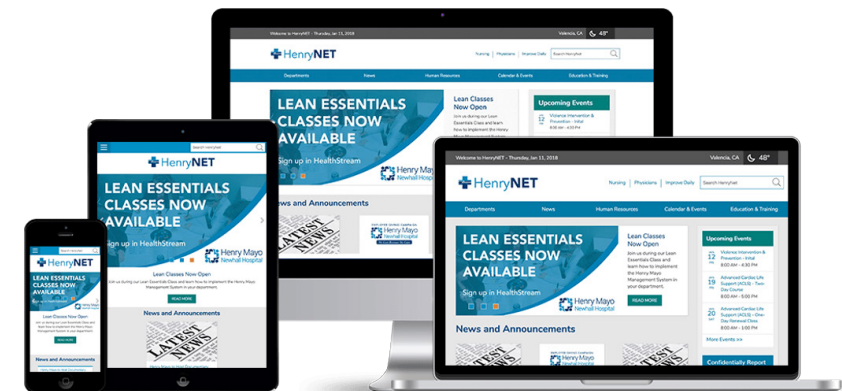
www.geonetric.com/demo

VitalSite is the foundation of intranets, too

Employees are the heart of your hospital, whether they serve patients directly or work behind the scenes to support the patient experience. To keep employees engaged and informed with a usable and secure intranet, healthcare marketing and I.T. teams rely on VitalSite.

With VitalSite, you can personalize the experience so users can easily navigate to the content that relates to their role. And, your employees will love having easy access to work-related materials regardless of what device they are on with responsive design. Popular intranet modules include:

- Employee directory
- Calendar and events directory
- Locations directory
- Department directory
- Site search
- Panels and SmartPanels
- Content types (such as cafeteria menu, news articles, recipes, and more)
- Standard forms
- Formulate form builder
- eCards
- Active directory integration
- Blogs and newsletters
- Third-party integration
- Resource and tool directory



Just a few of the organizations that rely on VitalSite

VitalSite is the power behind hundreds of websites, intranets, and microsites at healthcare organizations across the country. From increasing appointment requests that lead to downstream revenue to growing the volume for service lines, VitalSite helps academic medical centers, community hospitals, and medical groups translate web initiatives into revenue.

Here are just a few of the healthcare brands that trust VitalSite to deliver unparalleled performance and intuitive user experiences for administrators and site visitors.



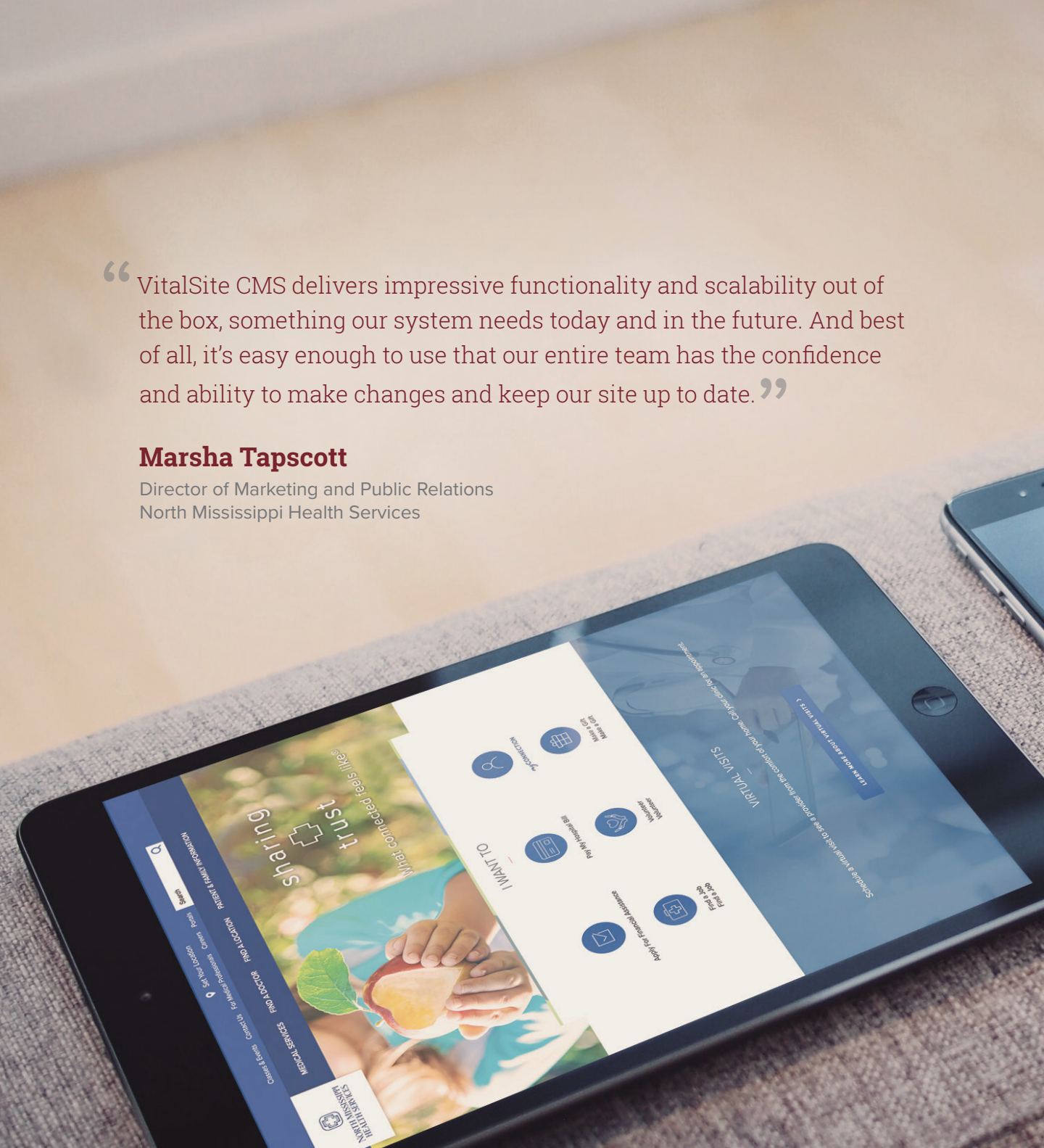






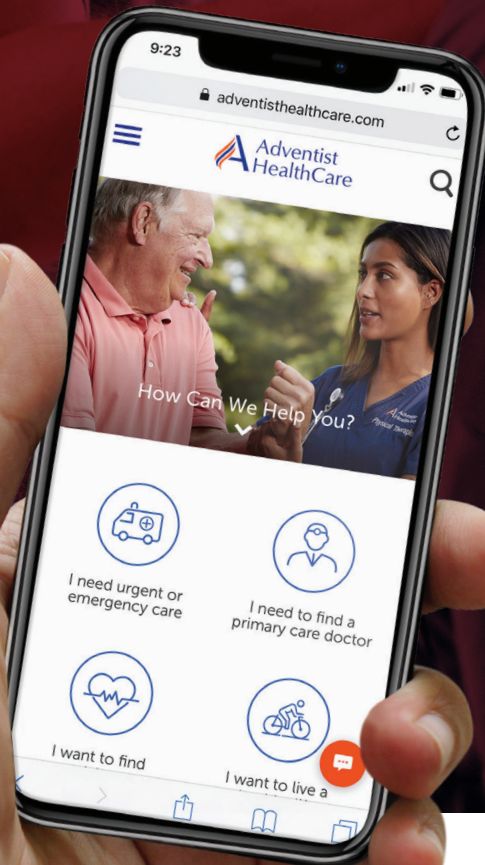
“VitalSite CMS delivers impressive functionality and scalability out of the box, something our system needs today and in the future. And best of all, it's easy enough to use that our entire team has the confidence and ability to make changes and keep our site up to date.”

Marsha Tapscott
Director of Marketing and Public Relations
North Mississippi Health Services



What We Do

Geonetric creates digital experience strategies that win new patients. And when it comes to implementing tactics, working with Geonetric is like adding healthcare-experienced writers, art directors, interactive marketers, and Google AdWords experts to your team.



Our Services



Digital Experience Strategy

- Competitive Analysis
- Digital Experience Platform Planning and Selection
- Digital Front Door Strategy
- Measurement, Analytics and Optimization
- Personalization and Relevancy Strategy



UX Research and Strategy

- Persona and Customer Journey Mapping
- Qualitative and Quantitative User Research
- Usability Testing
- UX Assessments and Consultation
- UX and Content Strategy



Content Services

- Content Development
- Content Governance
- Content Marketing Strategy
- Copywriting
- Writing Workshops and Training



Design and Development

- Brand Design Directions
- Design and Accessibility QA
- Design Systems including UI Component Libraries
- Digital Style Guides
- Front-End Development
- Rapid Prototyping and User Testing
- UX/UI Wireframes and Prototypes



Digital Marketing

- Business Listings
- Display and Paid Social
- Paid Search
- Performance Marketing Dashboards
- Post-Click Strategy and Optimization
- Search Engine Marketing
- Search Engine Optimization
- Streaming Audio



CMS & DXP Platforms

- Drupal Implementation, Migration and Upgrades
- Sitecore Implementation, Migration and Upgrades
- VitalSite Implementation

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