

Geonetric Webinar: May 2017

Website Redesign: How Gundersen Health System Unified Its Digital Brand

GEONETRIC®



Marna Holley

Digital Marketing Manager, Gundersen Health System

- Has been with Gundersen for 26 years and was involved in creating the very first website when hospitals began connecting online
- Former President of the Wisconsin Healthcare Public Relations and Marketing Society
- BS in Mass Communications/Media Studies from University of Wisconsin – La Crosse





About Gundersen Health System

About Gundersen Health System

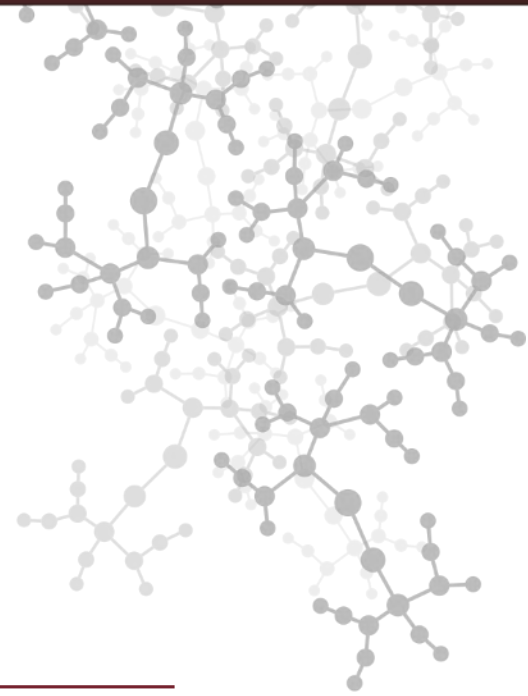
- A physician-led, not-for-profit healthcare system
- Located in western Wisconsin, northeastern Iowa and southeastern Minnesota
- A referral center with more than 60 locations including regional hospitals, medical, behavioral health, renal and eye clinics
- A teaching hospital with 325 beds and a Level II Trauma and Emergency Center
- Repeatedly named among the top 50 hospitals in the nation, placing us in the top 1%
- The designated Western Academic Campus for the University of Wisconsin School of Medicine & Public Health
- The first health system in the nation to offset 100% of fossil fuel use with local renewable energy (Oct. 2014)
- Innovative international leadership in end-of-life planning, bereavement, healthcare sustainability and child abuse prevention



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



About Geonetric



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 2016 Digital Marketing Trends in Healthcare Survey

37% of healthcare
organizations are shifting
marketing investments
from traditional to digital



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

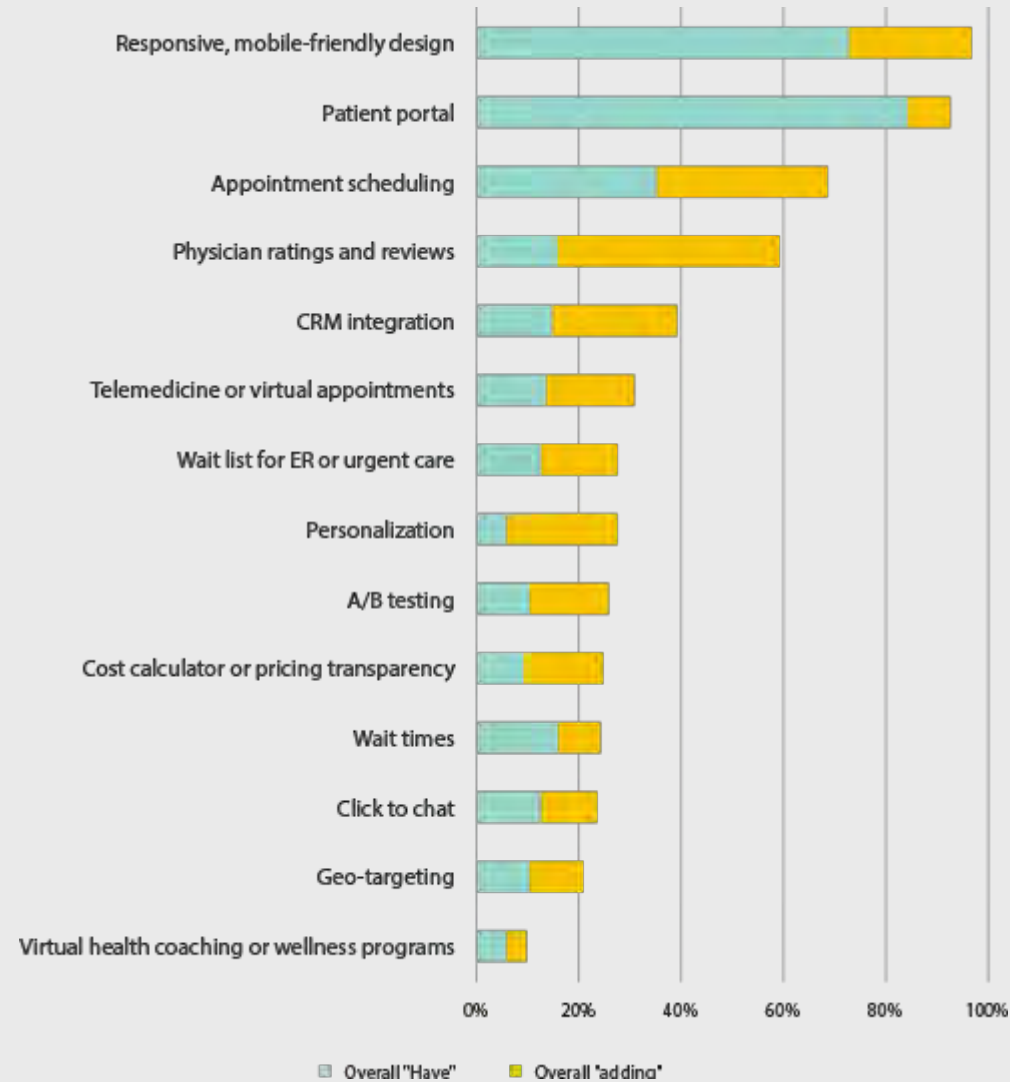
	No, no plans to change CMS in near future	No, CMS change recently completed (within 12 months)	Yes, CMS change in progress	Yes, CMS change in planning stages	Grand Total
No, no plans to redesign in near future	29%	1%	0%	0%	30%
No, redesign recently completed (within 12 months)	8%	11%	0%	1%	20%
Yes, redesign 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 2016 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.

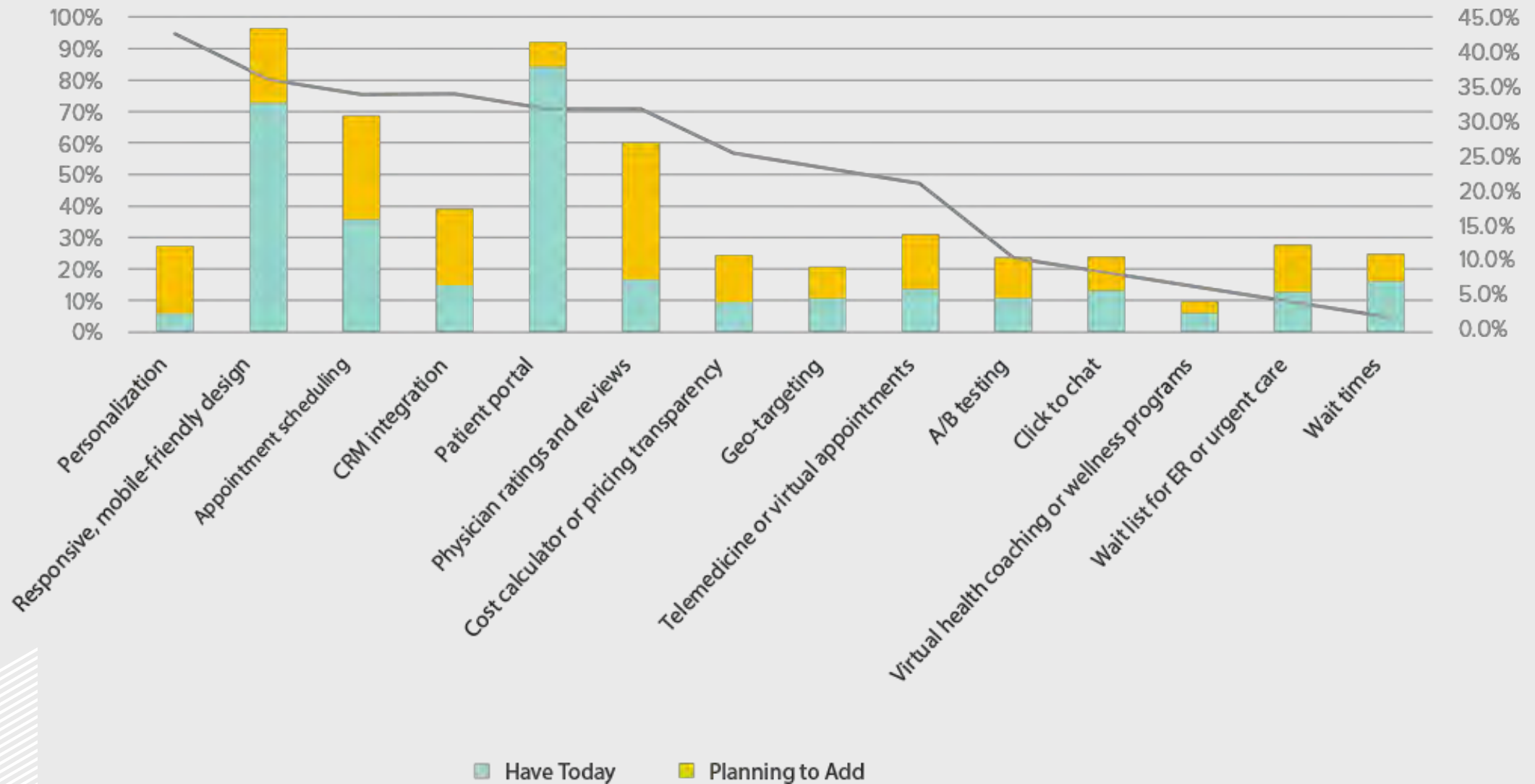


Adoption of Advanced Website Features: "Overall"



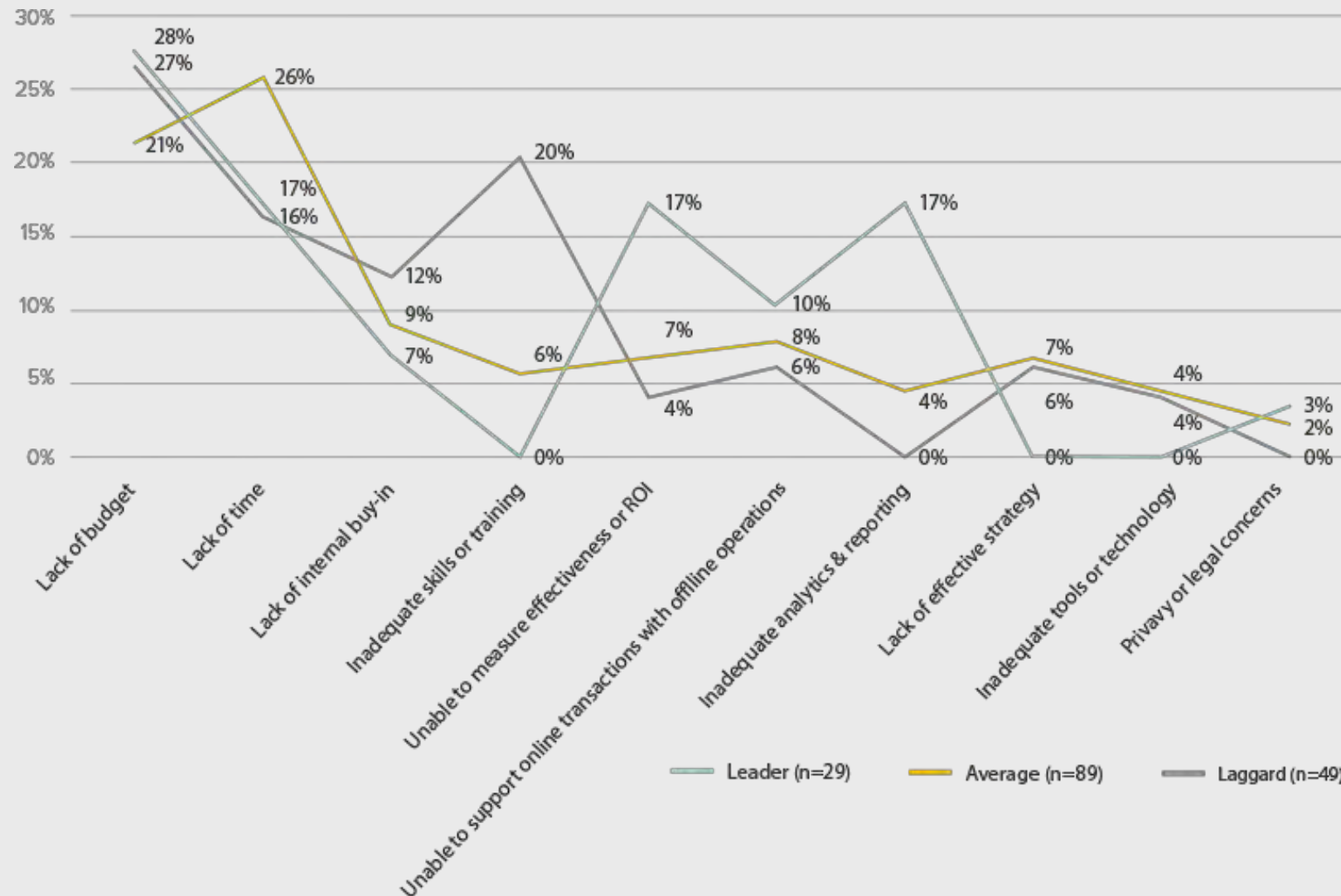
Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

Feature Adoption vs. Importance



Source: Geonetric 2016 Digital Marketing Trends in Healthcare Survey

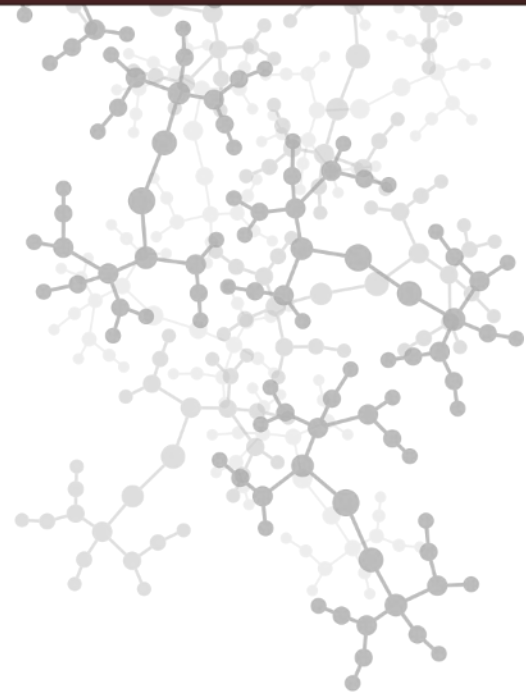
What is the Single Greatest Barrier Preventing Your Digital Marketing Efforts From Being More Successful?



Source: Geonetric 2016 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



Gundersen Health System

Story of a redesign



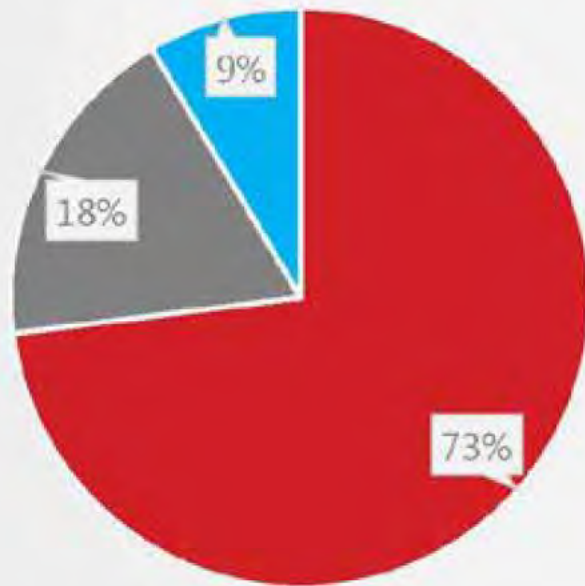
Time for a change

- CMS Vendor
 - Very few updates, doing very little
 - Weren't keeping up with trends
- "We didn't know what we didn't know."
 - Spent roughly a year shopping around
 - Reviewed options inside and outside of healthcare
 - Partnered with I.S. department to issue an RFP

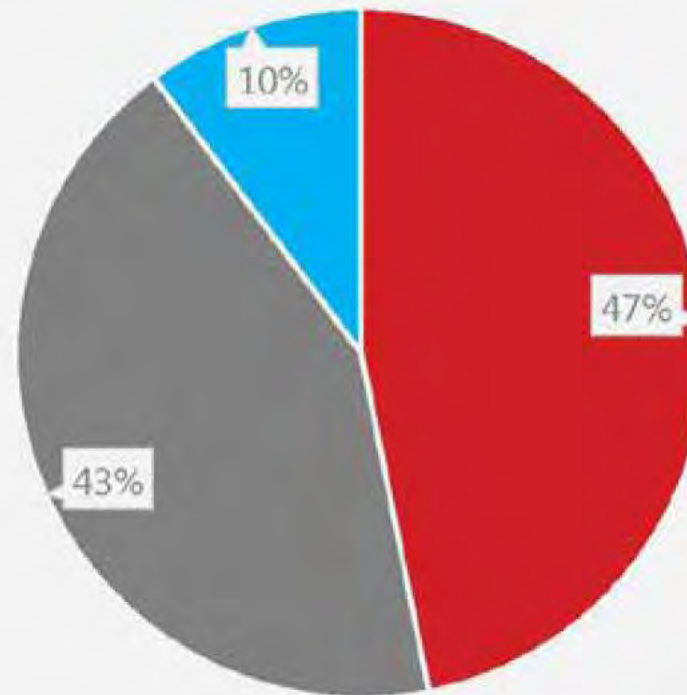


Mobile Usage

2013-2014



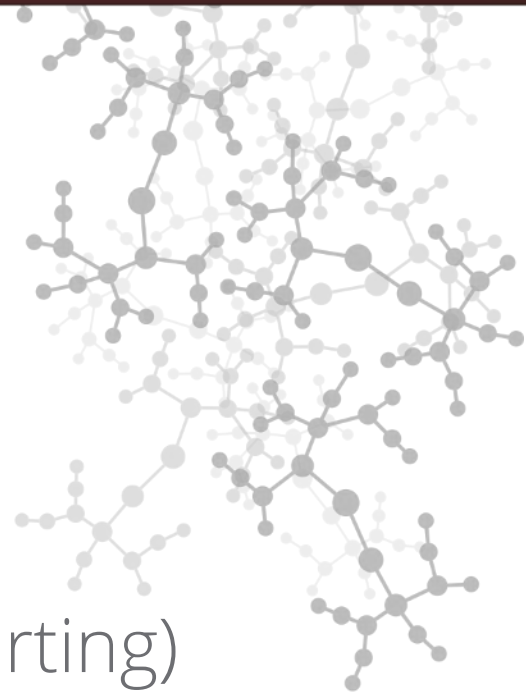
2014-2015



■ desktop
■ mobile
■ tablet

RFP Priorities

- Flexibility to manage multiple websites and microsites
- Better capabilities for calls to action (CTAs)
- Manage the physician database including filtering (or sorting) providers by location and role
- Present all aspects of our integrated system in one consumer friendly site



A website that addresses
real challenges



Multi-site management

- The total redesign encompassed what previously were 20 separate websites on several platforms
- The Gundersen Health System site with our referral hospital, regional centers, pharmacies and nursing homes
- Several “product” sites, for various national and international B2B services: Envision, Respecting Choices, Bereavement Services, Gundersen National Child Protection Training Center
- And a number of specialty microsites that required branding or a domain apart from Gundersen Health System: Essential Health Clinic, Ashley Wellness Center, Great Rivers 211, Maternal Child Hotline, No Hit Zone, Together Against Bullying and more

Previous gundersenhealth.org

**Schedule
physicals early!**

Learn More

Our Services >

Our System >

MyCare >

Patients & Visitors >

Health & Wellness >

Education & Research >

Make a Gift >

Employment >

Find a Doctor

Last Name

Select a Specialty

Select a Facility

Submit

More Search Options

Find a Location

Select a Location

What is your Zip Code?

Submit

News

Classes/Events

More News

Renew your beauty with
LASER RESURFACING



Caring for the future
CAMPUS RENEWAL



Stop Waiting. Start Living!
LEARN MORE ABOUT BARIATRIC SURGERY



Heart Services

- Heart and Vascular Institute
- Heart Services
- Heart Surgery**
- Minimally Invasive Heart Bypass
- Prem Rabindranauth, MD, FACS
- Get a Second Opinion
- Jim Winkler
- Don McDonald
- Heart Valve Repair
- Heart Valve Replacement
- Ventricular Assist Device (VAD)
- Transmyocardial Revascularization (TMR)
- Coronary Artery Bypass Grafting (CABG)
- Heart Bypass Off Pump
- Endovascular Vein Harvest
- Radial Artery Endovascular Harvest
- Atrial Fibrillation Ablative Therapy
- Aortic repairs
- Endovascular Repair of Thoracic Aortic Aneurysms
- Hyperhidrosis Surgery
- Heart Disease & Prevention
- Cardiovascular Prevention Clinic
- Is it heartburn...or a heart attack?
- Adult Congenital Heart Disease Clinic
- Valve Clinic
- Treatment of Heart Failure
- Coronary Artery Disease
- Heart Attack Symptoms
- Heart Disease in Women
- Heart Terminology
- How the Heart Works
- Metabolic Syndrome
- Valvular Heart Disease
- Heart Nutrition
- Electrophysiology Services



Home / Our Services / Adult / Heart

Heart Surgery



An Alternative to Open Heart Surgery

Gundersen is one of only a few places in the country performing complete heart revascularization using this minimally invasive coronary artery surgery technique. What this is our team can perform using a three- to four-inch incision in the ribs. Performing the surgery this way allows all the bones to remain intact.

Medical Education

- Medical Education**
- Educational Conferences
- Upcoming Seminars
- Medical Education Conference Schedule
- Seminar Planning Information
- Residency Programs
- Family Medicine Residency
- About the Residency
- Our Team
- Residency Curriculum
- Core Rotations
- Rural Medicine Rotation
- Global Health
- Apply
- General Residency Information
- Housing
- Benefits
- Fast Facts
- Life Outside the Hospital
- School Systems
- Higher Education
- Jobs for Partners
- La Crosse Area Links
- Recreation
- What Partners Think
- History
- General Surgery
- Conferences
- Curriculum & Schedule
- Surgical Skills Lab
- Operative Experience
- Faculty
- Surgical Residency Graduates
- Resident Profiles
- Program Eligibility & Requirements
- Program Leaders
- General Residency Information



Home / Medical Education

Medical Education

The first and most lasting impression you have about Gundersen Medical is our love to teach. Most staff come to Gundersen working with doctors in training. Our residents represent nearly every specialty and are from southeastern Minnesota and northeastern Wisconsin.

Gundersen is one of the nation's premier medical centers to offer fully accredited medical residency programs.

- Family Medicine
- General Surgery
- Internal Medicine
- Optometry Residency with Ocular Disease
- Oral & Maxillofacial Surgery
- Pharmacy Practice
- Podiatric Medicine & Surgery
- Sports Physical Therapy
- Transitional Year

Our medical residency programs offer residents a rich educational experience.

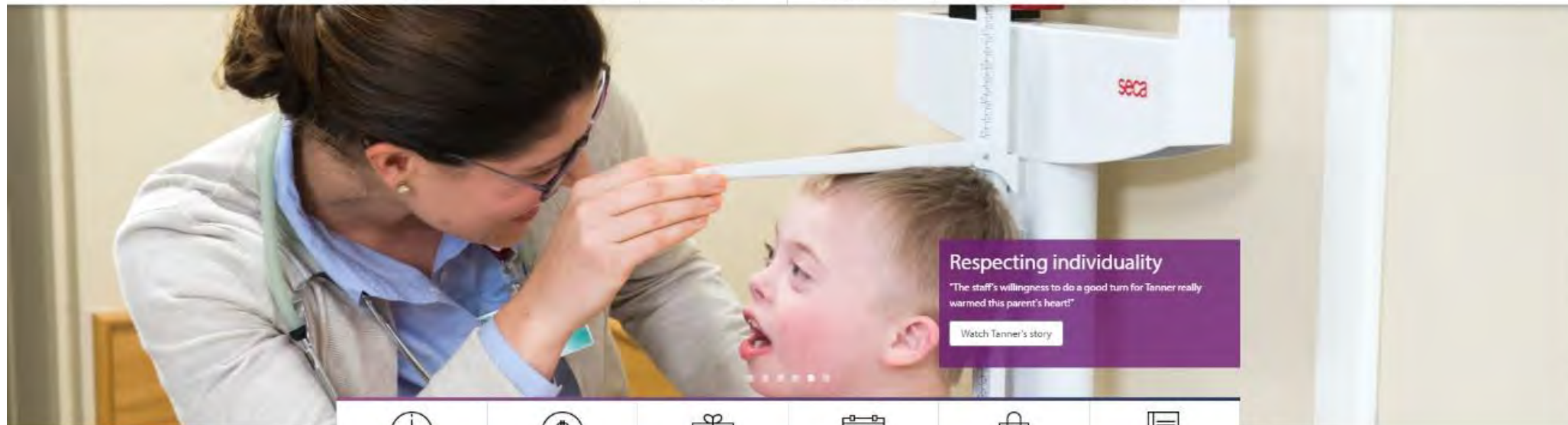
- Hematology-Medical Oncology
- Minimally Invasive Bariatric Surgery

Our postgraduate medical education programs are designed to provide residents with a rich educational experience.



A faint, light-colored molecular structure, resembling a network of interconnected nodes and lines, is visible in the background of the slide, primarily concentrated on the right side.

New gundersenhealth.org

[Find a Doctor](#)[Care & Treatment](#)[Locations](#)[Health & Wellness](#)[Our System](#)[Patients & Visitors](#)

Respecting individuality

"The staff's willingness to do a good turn for Tanner really warmed this parent's heart!"

[Watch Tanner's story](#)[Request an Appointment](#)[Pay My Bill](#)[Make a Donation](#)[Attend a Class](#)[Shop Online](#)[Health Library](#)

Find a Doctor

At Gundersen our physicians and staff are committed to enrich every life we touch, every encounter, every day. Meet your doctor right here.

[Advanced Search](#)

Find a Location

With numerous locations in Wisconsin, Minnesota and Iowa, a Gundersen Health System facility is always close to home.

[Advanced Search](#)

Find a Service

From bumps and scrapes to life-saving surgeries, the team at Gundersen is committed to excellent care for you and your family.



A B C D E F G H I J K L M N O P Q
R S T U V W X Y Z

[Talk to a Nurse](#)

LOVE MEDICINE

Every day, Gundersen Health System delivers great medicine plus a little something extra—we call it Love + Medicine.

[Share Your Story](#)

Our initial launch combined 12 sites

- Main hospital
 - Regional centers and clinics
 - Nursing homes
 - National products





Project Videos | Project Photos | Envision Blog | Return to: **GUNDERSEN** HEALTH SYSTEM
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NATIONAL CHILD
PROTECTION TRAINING CENTER

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I am looking for...

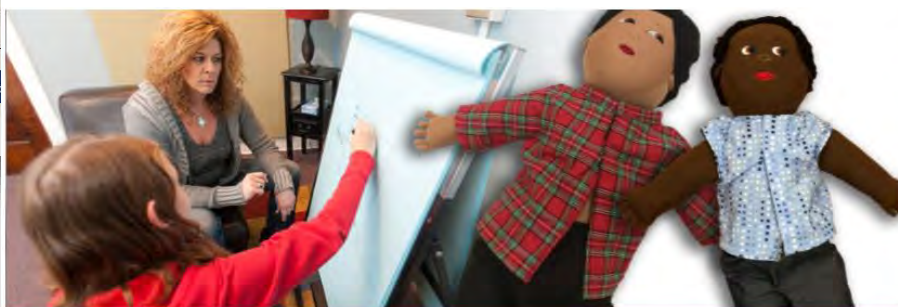
Make A Gift | Contact Us | Join Our Email List

Trainings / Education | Child Advocacy Studies (CAST) | ChildFirst® Forensic Interviewing Protocol | Faculty / Speakers Bureau | About Us | Shop Our Resources

A baby d

Learn evidence

See training c



Anatomical Dolls and Diagrams


A position paper from Gundersen NCPTC and the ChildFirst®/Finding Words Forensic Interview Training Programs

Download Paper




- 8 separate microsites
 - Different audiences
 - Need for independent branding
 - Grant funding or partnership requirements

Resources for professionals






Careers | Medical Education | Research | Refer a Patient | **MyCare.**

Give Us a Call:
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I am looking for... 

Find a Doctor | Care & Treatment | Locations | Health & Wellness | Our System | Patients & Visitors

Home ■ For Clinicians & Professionals   

For Clinicians & Professionals

[Refer a Patient](#)

[GHS Link](#)

[Advance Care Planning](#)

[Center for Violence Prevention and Intervention](#)

[Imaging Protocols](#)

[Integrated Center for Education](#)

[Infection Prevention & Control Training Program](#)

[Laboratory Services](#)

[MedLink AIR](#)

For Clinicians & Professionals

We offer a wide range of resources for referring physicians and healthcare professionals, from [MedLink](#), our one-number-to-call service for patient referrals, consults, transports and transfers to [lab test codes](#), [imaging protocols](#) and more.

Outreach and Telemedicine

Our specialists provide outreach and [telemedicine](#) services throughout Gundersen Health System, so often patients can receive care close to home.

You can see our electronic medical record

Access to be able to see your patient's electronic medical record is available through [GHS Link](#).

Stay informed with MedLink News


Our physician and clinician newsletter is available in print or electronically. [Sign up here.](#)

MedLink


For referring physicians

[\(608\) 775-5465](#)

Access our electronic medical record



Locations



Hospitals

Medical Clinics

Eye Clinics

Behavioral Health

Nursing Homes

Sports Medicine & Orthopedic Clinics

Dental Specialties

Renal Dialysis Centers

Pharmacies and Medical Supplies

ExpressCare

Urgent Care

Emergency Services

Find a Location

Search by Service Line, City Name, or Zip Code.

Services

Any Service

Search by City

Search by ZIP Code

Search

La Crosse Campus

[La Crosse Clinic](#)[La Crosse Hospital ▶](#)[La Crosse East Building](#)[La Crosse Founders Building](#)[La Crosse Emergency & Urgent Care](#)[La Crosse Inpatient Behavioral Health](#)[Integrated Center for Education \(ICE House\)](#)[Parking](#)[Floor Maps](#)[Dining on Campus](#)

Gundersen Lutheran Medical Center

1900 South Avenue, La Crosse, WI 54601

[Get Driving Directions](#)[Floor Maps and Parking](#)

(608) 782-7300

[What's in the Legacy Building?](#)

Find a Doctor

Use our Find a Doctor tool to navigate our diverse pool of healthcare providers. Our provider rating system can help you choose the right specialist.

First Name

Last Name

Specialties

Any Specialties

City

Any City

ZIP Code

Search

Specialties

Locations

Acupuncture

Addiction

Alcohol & Drug Counseling

Allergy & Immunology

Doctor Search Results

New Search

Print Results

Showing 1-4 of 4

Sorted By: A-Z | Z-A



Maria R. Doria, MD

Occupational Health

Onalaska Clinic

Onalaska, WI

(608) 775-6345



4.8 out of 5

33 Patient Experience Ratings

9 Comments



Melissa K. Grinde, PA-C

Occupational Health and Physician Assistant

La Crosse Campus

La Crosse, WI

Onalaska Clinic

Onalaska, WI

(608) 775-6345



4.7 out of 5

48 Patient Experience Ratings

20 Comments

- Provider directory
 - Single source of truth
 - Online ratings and reviews

Intersection of locations and providers

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Home | Locations | Medical Clinics | Decorah Clinic



Gundersen Decorah Clinic

1830 State Hwy. 9, Decorah, IA 52101
[Get directions](#)

(563) 382-3140 or (800) 865-3140
Fax: (563) 382-6140

Wellness labs now available

Call Us Today


(563) 382-3140 or (800) 865-3140

Or request an appointment online through MyCare.

Decorah Medical Team

- [Our Decorah Medical Staff](#)
- [Decorah Visiting Specialists](#)
- [Decorah Telemedicine Specialists](#)

Gundersen services in Decorah



Decorah Medical Team

[Our Decorah Medical Staff](#)

[Decorah Visiting Specialists](#)

[Decorah Telemedicine Specialists](#)

Decorah Medical Staff

Showing 1-10 of 21

Sorted By: [A-Z](#) | [Z-A](#)



Danielle J. Bakewell, NP
Nurse Practitioner and Family Medicine

Decorah Clinic
Decorah, [IA](#)



Scott L. Bierman, MD, FACS
Surgery

Decorah Clinic
Decorah, [IA](#)



Anthony M. Coppola, DO
Family Medicine

Decorah Clinic
Decorah, [IA](#)

Decorah Visiting Specialists

Showing 1-10 of 19

Sorted By: [A-Z](#) | [Z-A](#)



Arnold A. Asp, MD
Endocrinology

La Crosse Campus
La Crosse, [WI](#)



Rachel A. Biemiller, MD
Neurology

La Crosse Campus
La Crosse, [WI](#)



Jill E. Davidson, MD
Women's Health and Obstetrics & Gynecology

Onalaska Clinic
Onalaska, [WI](#)

Decorah Telemedicine Specialists

Gundersen telemedicine uses interactive video, audio and a secure, high-speed connection to link you as a patient in Decorah with a specialist at Gundersen in La Crosse or Onalaska—in real time. It helps you avoid travelling for what could be a 10- or 15-minute follow-up appointment and provides you with high-quality care close to home.

Showing 1-10 of 24

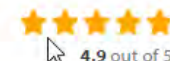
Sorted By: [A-Z](#) | [Z-A](#)



Nina R. Aranguren, PA-C
Cancer and Blood Disorders, Hematology, Medical Oncology, and Physician Assistant

La Crosse Campus
La Crosse, [WI](#)

(608) 775-2385



4.9 out of 5
72 Patient Experience Ratings
16 Comments



Ezana M. Azene, MD, PhD
Radiology and Interventional Radiology

La Crosse Campus
La Crosse, [WI](#)

(608) 775-2770



No Patient Experience Reviews – Why Not?



Rachel A. Biemiller, MD
Neurology

La Crosse Campus
La Crosse, [WI](#)

(608) 775-9000



4.8 out of 5
101 Patient Experience Ratings
17 Comments

Intersection of services, locations, and providers

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I am looking for... 

Find a Doctor | Care & Treatment | Locations | Health & Wellness | Our System | Patients & Visitors

[Home](#) | [Care & Treatment](#) | [Digestive Health](#) | [Colonoscopy](#)   

Digestive Health

- Colonoscopy** ▾
- Heartburn & Swallowing Disorders
- Colon Surgery
- Esophageal Surgery
- Liver Surgery
- Pancreatic Surgery
- Rectal & Anal Surgery

Colonoscopy

Colorectal cancer is the second leading cause of cancer deaths. But it is one of the most easily prevented cancers because it develops from polyps that can be removed before they become cancerous. If detected early, colon cancer treatment is successful with 85-90% of patients living at least five years.

At Gundersen Health System, we believe the best screening for colon cancer for you is a colonoscopy.

During a colonoscopy, a doctor uses a thin, flexible, lighted scope to inspect the entire length of the colon for abnormal growths. If a polyp (a precancerous growth) or anything suspicious is found during the procedure, it can be removed or a tissue sample is taken.

Gundersen recommends everyone have a colonoscopy every 10 years starting at age 50; earlier if there's a family history of colon cancer or polyps. A colonoscopy may also be appropriate for anyone experiencing prolonged symptoms, such as:

- Blood in the stool
- Constipation or diarrhea

Contact Us

- [Request an Appointment](#)
- [Ask a Question](#)

Find Colonoscopy

- [Locations](#)
- [Providers](#) 

Patient Stories

- [Bill's Story](#)

Colonoscopy Providers

Showing 1-10 of 18

Sorted By: **A-Z** | [Z-A](#)



Frank J. Aberger, MD

Gastroenterology

La Crosse Campus

La Crosse, WI

(608) 775-2702



4.9 out of 5

32 Patient Experience Ratings

12 Comments



Scott L. Bierman, MD, FACS

Surgery

Decorah Clinic

Decorah, IA

(563) 422-3817



4.8 out of 5

43 Patient Experience Ratings

12 Comments



Milan (Trey) E. Folkers, MD

Gastroenterology

La Crosse Campus

La Crosse, WI

(608) 775-2702



4.9 out of 5

32 Patient Experience Ratings

8 Comments

Calls to action

- Blue headers
- Consistent positioning

The screenshot displays the Gundersen Health System website. The header includes the logo, navigation links (Careers, Medical Education, Research, Refer a Patient, MyCare), a phone number, and a search bar. A secondary navigation bar contains links for Find a Doctor, Care & Treatment, Locations, Health & Wellness, Our System, and Patients & Visitors. The breadcrumb trail shows Home > Care & Treatment > Cancer Care.

The main content area features a 'Cancer Care' section with a header image of a smiling woman and a collage of photos. Below the image is a paragraph about the system's commitment to cancer care, followed by a paragraph about specialized providers and a paragraph about the Center for Cancer & Blood Disorders.

A red box highlights the right sidebar, which contains three sections: 'Contact Us' with links for 'Request an Appointment' and 'Ask a Question'; 'Find Cancer Care' with links for 'Locations' and 'Providers'; and 'Take Action' with a link for 'Want a second opinion? Contact us today'.

Below the red box is a 'Patient Stories' section with a sub-header 'Breast Cancer' and a link to 'Connie's Story'.

Second opinion



Careers | Medical Education | Research | Refer a Patient | **MyCare.**

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I am looking for...

Q

Find a Doctor

Care & Treatment

Locations

Health & Wellness

Our System

Patients & Visitors

Home ■ Care & Treatment ■ Get a Second Opinion



Care & Treatment

Get a Second Opinion ▶

Get a Second Opinion

Peace of mind through a second opinion

A second opinion from our comprehensive, convenient network of experts can bring comfort and answer your questions:

- "Do I have the right diagnosis?"
- "Is the recommended treatment plan the best one for me?"
- "Do I really need the surgery my doctor recommended?"
- "Is there a newer or safer procedure or non-surgical option that may be right for me?"
- "Does my surgeon have the expertise, experience or good track record for the surgery I need?"
- "What outcome can I expect?"

Get a second opinion from these specialties:

Back and neck surgery



Bariatric surgery



Breast cancer diagnosis and treatment



CTAs get complex

- Centralized system site
- Soup-to-nuts available everywhere
 - Ex. Flu shots at dozens of locations

Related Healthy Living

[Insights into new cervical cancer study](#)

[Shining a Light on Lung Cancer](#)

[The importance of cancer screenings](#)

[Understanding and treating pediatric cancers](#)

[Treating cancer with precision medicine](#)

[View More](#)

Related News

[Steppin' Out in Pink registration is underway](#)

May 1, 2017

[New life through clinical trial](#)

April 19, 2017

[View More](#)

Upcoming Events

May 23 Tue
[Cancer Center Support Group](#)
5:00 PM - 6:30 PM

Jun 13 Tue
[Living in Pink Breast Cancer Support Group](#)
5:30 PM - 7:00 PM

Jun 19 Mon
[Prostate Cancer Support Group](#)
5:00 PM - 6:00 PM

Jun 25
[Strike Out Colon Cancer](#)
4:00 PM - 9:00 PM

[Cancer Center Support Group](#)
5:00 PM - 6:30 PM

[More Events >>](#)

Patient Stories

Breast Cancer



[Connie's Story](#)



[Denise's Story](#)



[Leah's Story](#)



[Margie's Story](#)



[Nikki's Story](#)



[Tricia and Dee's Story](#)

Colon Cancer



[Robin's Story](#)

Pediatric Cancer



[Mason's Story](#)

Provider Ratings





Mary E. Kuffel, MD

Specialties: Obstetrics & Gynecology

★★★★★ 4.9 out of 5

48 Patient Experience Ratings
23 Comments

Office Phone: (608) 775-8181

Fax: (608) 775-6611

To schedule an appointment with Mary E. Kuffel, MD, call (608) 775-8181.



La Crosse Campus

1900 South Avenue
La Crosse, WI 54601

Main Location(s)

La Crosse Clinic - Level 3

Also Sees Patients At:

West Union Clinic
West Union Hospital

Question Rating Breakdown

The patient experience star rating is an average of all responses to clinician-related questions shown below.

Provider Explained Things Clearly

4.9 ★★★★★

Provider Listened Carefully

4.9 ★★★★★

Provider Gave Easy to Understand Instructions

4.9 ★★★★★

Provider Knew Medical History

4.6 ★★★★★☆

Provider Showed Respect

5.0 ★★★★★

Provider Spent Enough Time

4.9 ★★★★★

Ratings and Comments Distribution

5 47 Ratings, 22 Comments

4 0 Ratings, 0 Comments

3 0 Ratings, 0 Comments

2 1 Ratings, 1 Comments

1 0 Ratings, 0 Comments

Patient Comments

Comments are submitted by patients of Gundersen Health System through our Patient Experience Surveys and reflect their views and opinions. Patients are not identified for confidentiality and patient privacy.

For more information about the comments and star ratings you can review the [Guide to Patient Experience Surveys and Star Ratings](#).

Apr 10, 2017

Dr. Kuffel is an amazing professional- direct yet empathetic, thorough, patient, kind

Apr 4, 2017

She was very gentle, and thorough in her services, and kind and personable, and informative. I felt very confident with her report of her exam.

gle Mary Kuffel MD

Web Maps Images News Shopping More Search tools

About 45,200 results (0.40 seconds)

Dr. Mary E. Kuffel, MD
<https://plus.google.com/109049927671135676684/about?gl=us&hl=en>
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Physician Details. Mary Kuffel MD. Physician; Locations. Basic Info,...

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health.usnews.com · Doctors · U.S. News & World Report ·
Dr. Mary Kuffel is a Obstetrician-Gynecologist in La Crosse, WI. Dr. Kuffel admits patients
at Gundersen Lutheran Medical Center.

Dr. Mary E. Kuffel, MD - HealthGrades
www.healthgrades.com · ... · Wisconsin (WI) · La Crosse ·
★★★★ · Rating: 3.7 - 3 votes
Visit Healthgrades for information on Dr. Mary E. Kuffel, MD. Find Phone & Address
information, medical practice history, affiliated hospitals and more.

Pre-rankings

- Rating not representative

Mary Kuffel MD

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About 31,600 results (0.56 seconds)

Mary Kuffel, MD - Gundersen Health System
www.gundersenhealth.org/find-a-doctor/profile/mary-kuffel/ ▼
★★★★★ Rating: 4.9 - 48 votes
Dr. **Kuffel** has always been a respectful and kind dr I've been seeing her for about 20 years. The only bad thing I have to say is it is hard to get in to see her as ...

Dr. Mary Kuffel, Obstetrician-Gynecologist in La Crosse, WI | US News ...
health.usnews.com/doctors/mary-kuffel-137782 ▼
Dr. Mary Kuffel is a Obstetrician-Gynecologist in La Crosse, WI. Find Dr. Kuffel's phone number, address, hospital affiliations and more. ... Dr. **Mary Kuffel MD**.

Dr. Mary Kuffel, MD - La Crosse, WI - Obstetrics & Gynecology ...
<https://www.healthgrades.com/physician/dr-mary-kuffel-2g8rf> ▼
★★★★★ Rating: 4 - 4 votes
Visit Healthgrades for information on Dr. **Mary Kuffel, MD** Find Phone & Address information, medical practice history, affiliated hospitals and more.

Mary Kuffel MD - WebMD Physician Directory
doctor.webmd.com/.../mary-kuffel-md-fc42b64f-07be-42d1-99e4-49ec1932561c-ov... ▼
Mary Kuffel is a practicing Obstetrics & Gynecology doctor in La Crosse, WI.

Mary Kuffel, M.D. - Tomah Memorial Hospital
<https://www.tomahhospital.org/find-a-doctor?view=employee&id=164> ▼
Medical School. University of Iowa - Carver College of Medicine, Iowa City, IA. Residency. University of Iowa Hospital and Clinics, Iowa City, IA. Certifications.

Post-rankings

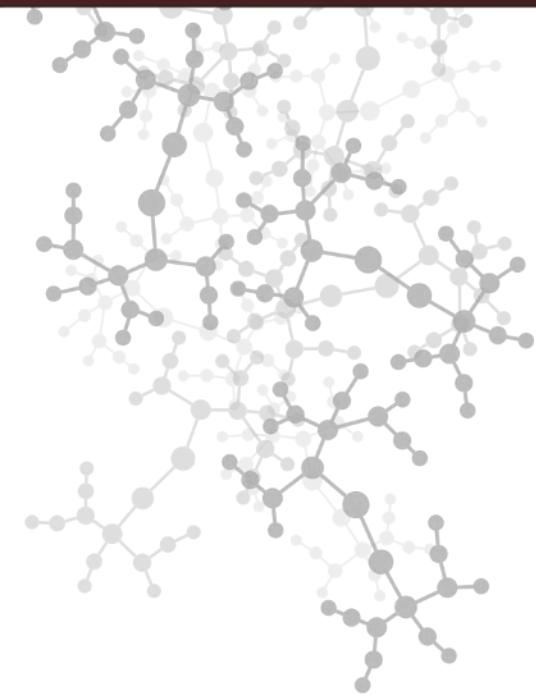
- Gundersen top result
- Better, more representative rating

Measures of Success



Engagement Metrics Improved

Pages/Session	+17.91%
Avg. Session Duration	+21.36%
Bounce Rate	-9.69%



Key Section Traffic Growth

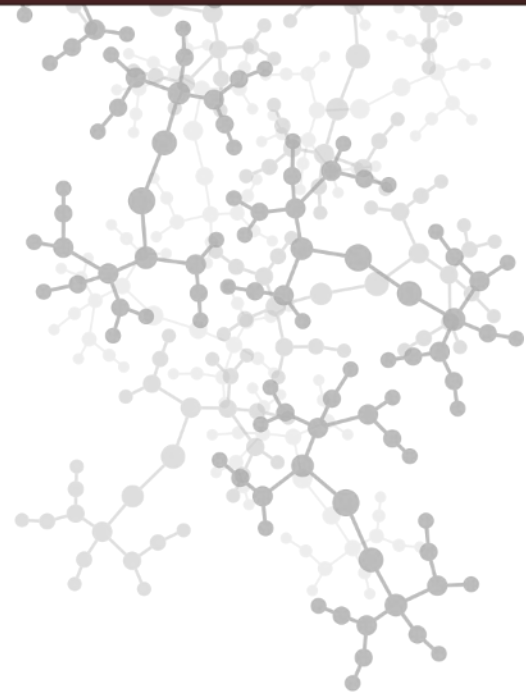
/find-a-doctor/	+25%
/locations/	+106%
/careers/	+117%
/pay-my-bill/	+80%

What's next for gundersenhealth.org?

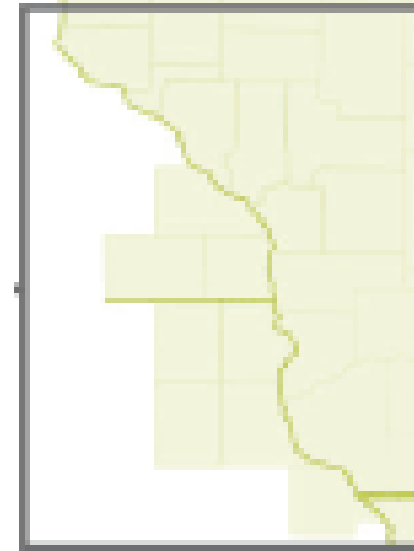


CRM and Marketing Automation

- CTAs populating CRM database
- Building MA flows following CTAs



Geolocation Personalization





Final Thoughts

- Understand your business and marketing priorities before beginning
- This is the start of a relationship, not a transaction
- Know your stakeholders - communicate early and often
- Cleaning up the data is tough
- Don't forget governance

