

A Kentico Journey



Samantha Reeves, Director of Web Strategy
Aaron Hoy, Project Supervisor

September, 2016

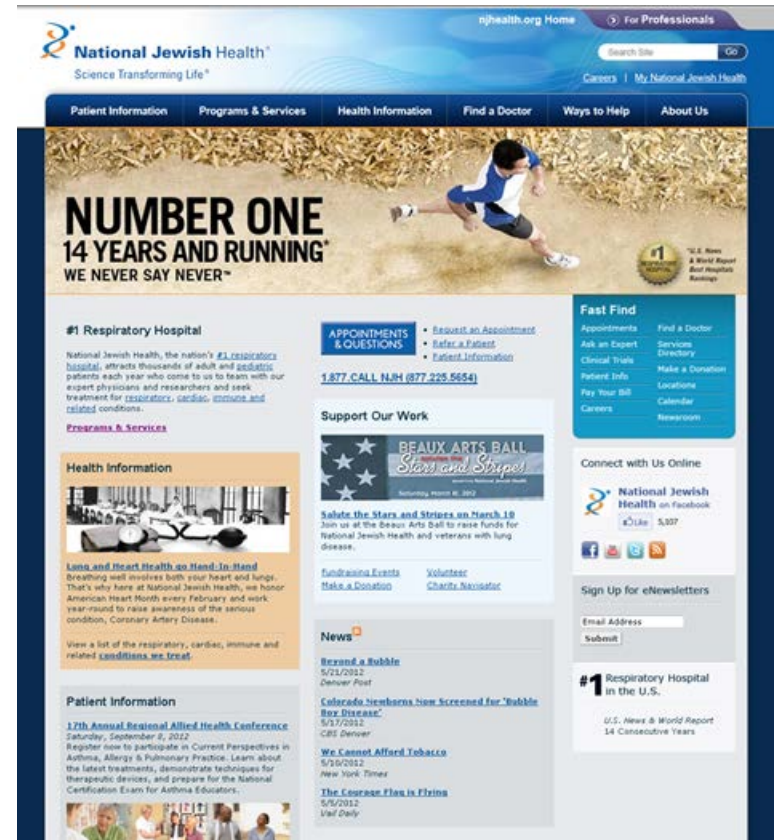
2006 - July 2008

- Launched website on VitalSite
- Strong platform for full-service
- Out-of-the-box hospital functionality



June 2012

- Legacy system constraints
 - Out-of-the-box tool
 - Customization hard
- Increasing business needs
 - 3rd party system integration
 - Custom searches, etc., etc., etc.
- Rising costs
 - Custom development for basics
 - Often prohibitive



CMS Search

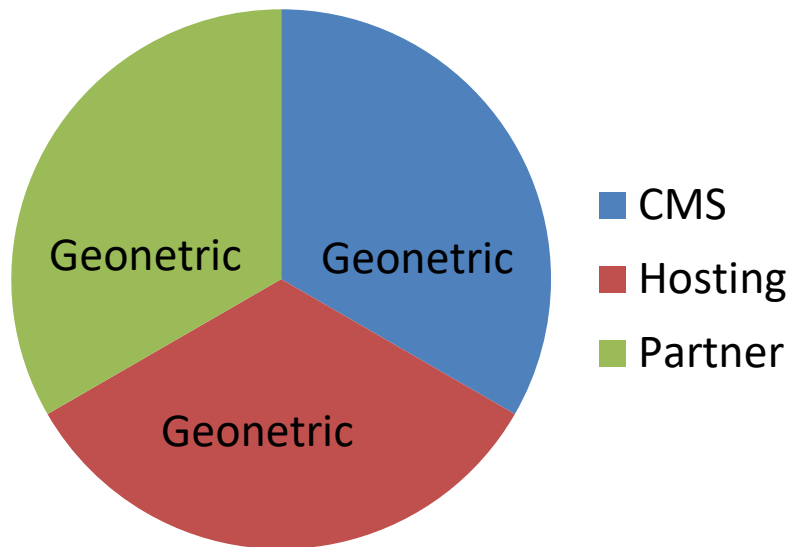
- Health care specific partners
 - Some better, but similar constraints
- Enterprise CMS options
 - Cost
 - Technical compatibility
- In-house options
 - Sharepoint
 - Kentico - Selected by IST for Patient Portal
 - Assessed separately for website
 - Viable for Spyderweb & HI websites



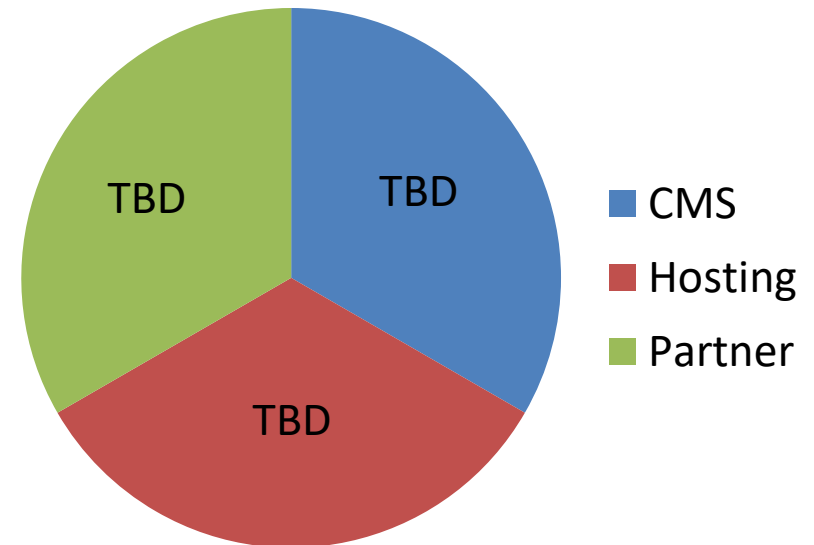
Migration Components

Website moves from one-stop-shop with little customization & control to an enterprise level solution

Current State



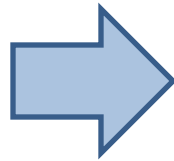
Future State



Benefit – CMS Capabilities

Catch-up:

- Infrastructure
- Mobile
- Design
- Forms
- Forums
- Content Organization
- Health Tools



Future:

- Digital Marketing
- Capital campaign
- Hospital
- Learning Management System
- Multi-lingual Support
- Open development platform (API)
- Etc., TBD

Allows website to catch-up & meet future demands

Benefit – CMS Capabilities, Cont.

User Experience:

- Better content integration (Programs + Doctors – data driven)
- Strong site search (current search leads to confusion)
- Situation specific calls to action (Ask a Question vs. Make a Donation)
- Improved navigation (uniform experience across all sections)
- Customization for National Jewish Health (Clinical doc bio vs. Research doc bio, etc.)

Maintenance:

- Cost savings (time & capabilities)
- Frees up resources to do future growth projects
- Maximize content use
- Better analytics

Improves user experience & maintenance

Recommendation

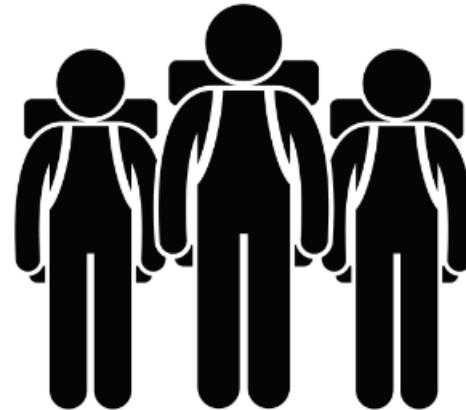
Migrate njhealth.org to Kentico

- Significantly improved capabilities
- Positions site for future needs
- Budget neutral across FY 2013-14
- Leverages previously selected platform



Partner Selection

- RFP process
 - Approx. 8 options vetted
- Kentico Gold partners
 - Preference for local
 - Health care background
- Technical & creative needs in one
 - BlueModus selected
 - Sub creative needs as needed



Hosting

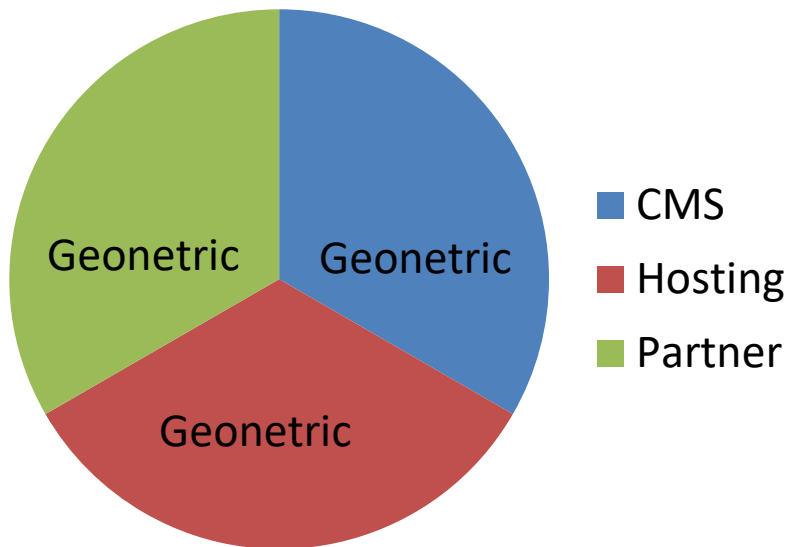
- Internal vs. external assessed
 - PHI considerations
- Amazon.com Cloud solution selected
 - Lower costs
 - Met business needs for scalability & timeline
- Configuration allows site to move internally in future if beneficial
- Hosting managed by technology partner



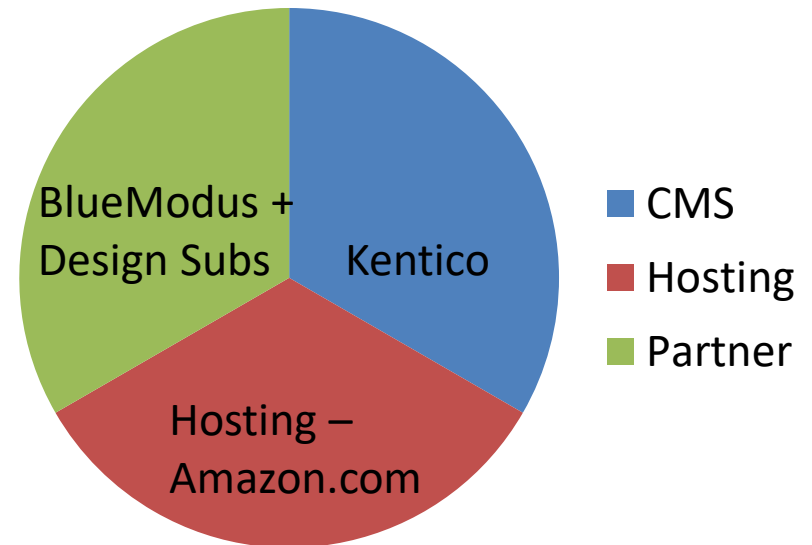
Migration Components

Website moves from one-stop-shop with little customization & control to an enterprise level solution

Legacy State



Current State



Implementation

- Project kept budget neutral
- Moved current functionality
- Took advantage of logical enhancements
 - Content reuse
 - Form builder
 - Site searches
- Large enhancements deferred to future redesign
 - Front end not updated



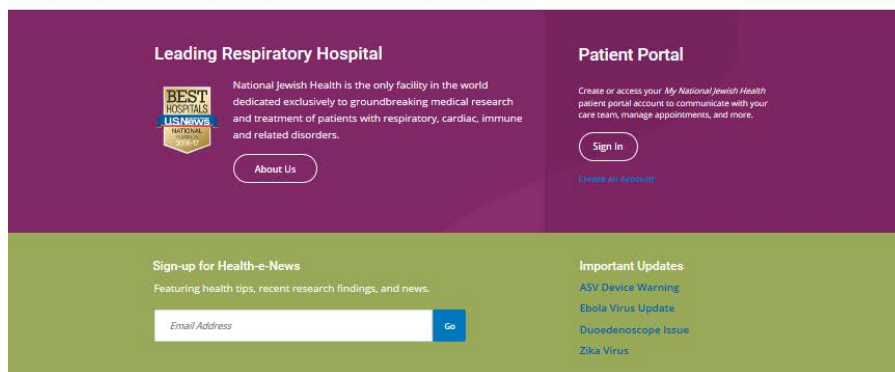
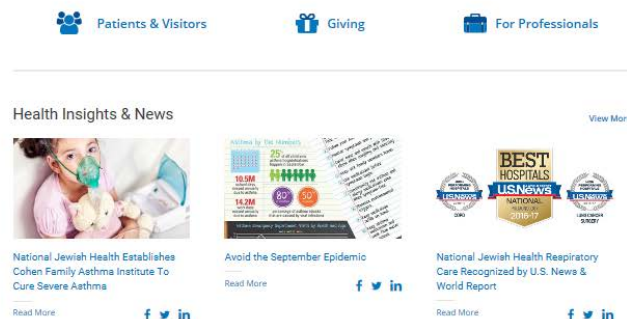
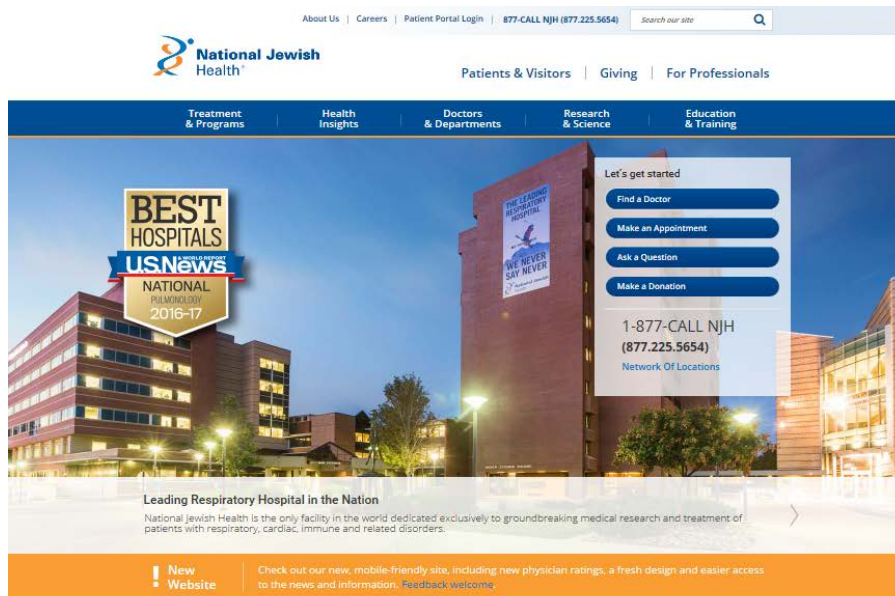
Kentico 8 Upgrade

- Prerequisite to a redesign



Website Redesign Overview

- Rebuild the site as “Mobile First”
 - Desktop technology represented just 56% of visits in 2015 (compared to 62% in 2014 and 84% in 2012)
- Refresh the look & feel
 - A family of designs for different audiences and sites
 - Brand evolution, partner brand integration
- Rework navigation structure
 - Improve content organization around condition topics
 - Revisit the way we address various audiences (Patients, Donors, Professionals)
- Digital marketing advances
 - Increase engagement
 - Improve SEO

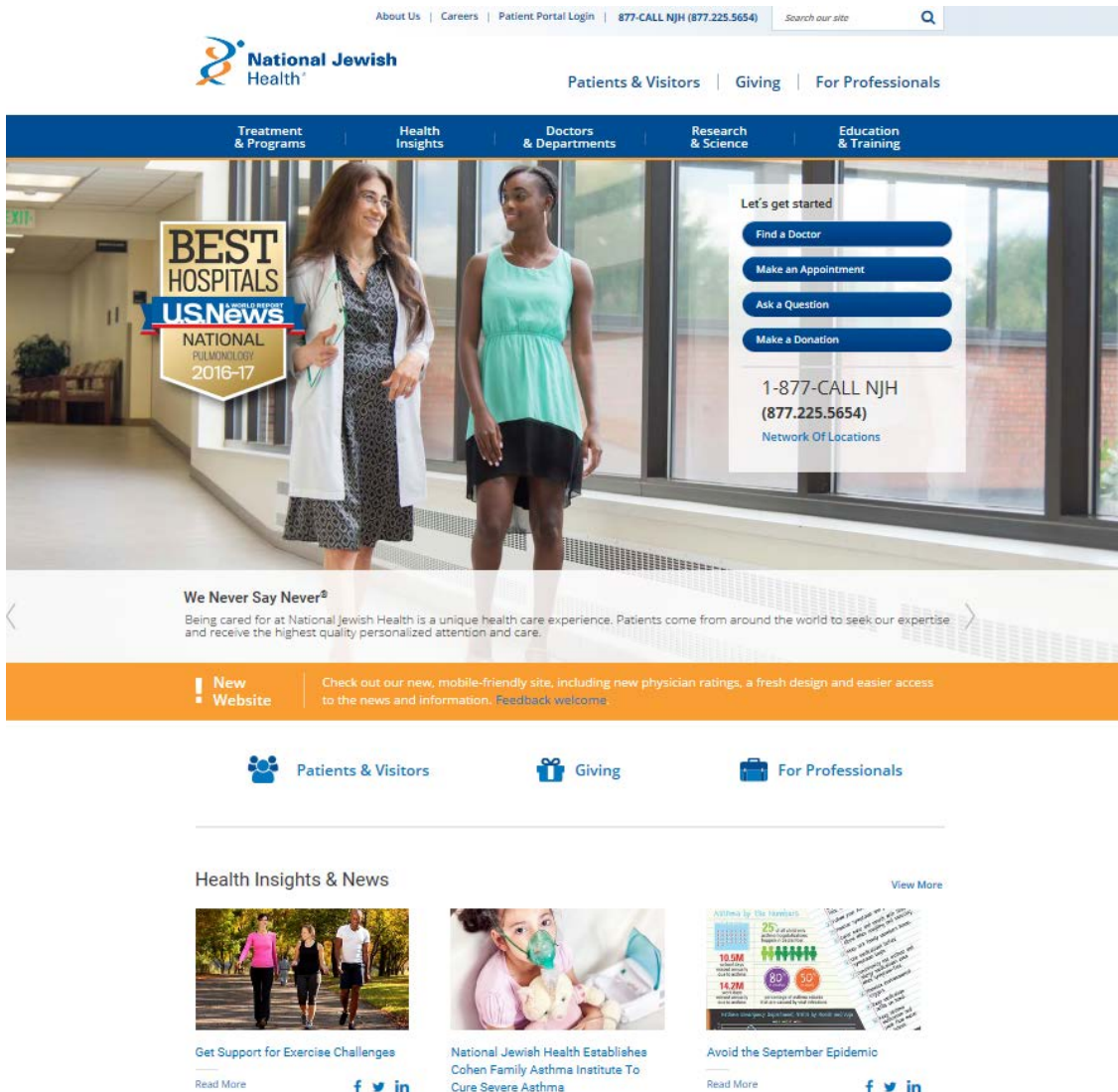


September, 2016

- Fully responsive
- Taxonomy driven pages
- Enhanced provider pages
- Social integration

and more...

What did we do?



- Mobile-friendly, clean, modern look
- Restructured website navigation & search
- “One-stop-shop” Specialty & Condition pages
- Enhanced provider profile pages

[About Us](#) | [Careers](#) | [Patient Portal Login](#) | 877-CALL NJH (877-225-5634) | [Search our site](#)

National Jewish Health
 Science Transforming Life®

[Patients & Visitors](#) | [Giving](#) | [For Professionals](#)

[Treatment & Programs](#) | [Healthy Insights](#) | [Doctors & Departments](#) | [Research & Science](#) | [Education & Training](#)


[Home](#) // [Specialties & Conditions](#) // [Allergy & Immunology](#)

Allergy & Immunology

[Make an Appointment](#)
[Refer a Patient](#) | [Ask a Question](#)

Specialties & Conditions

- ▼ Allergy & Immunology
 - ▼ Asthma
 - ▼ Cardiology
 - ▼ COPD
 - ▼ Gastroenterology
 - ▼ Heart Disease
 - ▼ Infectious Disease
 - ▼ Interstitial Lung Disease
 - ▼ Lung Cancer
 - ▼ Occupational Medicine
 - ▼ Oncology
 - ▼ Pediatric Allergy
 - ▼ Pediatric Asthma
 - ▼ Pediatric Atopic Dermatitis
 - ▼ Pediatric Behavioral Health
 - ▼ Pediatric Clinical Immunology
 - ▼ Pediatric Food Allergy
 - ▼ Pediatric Respiratory
 - ▼ Pediatric Sleep
 - ▼ Pediatric VCD
 - ▼ Pediatrics
 - ▼ Pediatrics Exercise Tolerance
 - ▼ Respiratory
 - ▼ Rheumatology
 - ▼ Sleep




What do we do? We provide comprehensive diagnostic and therapeutic services to patients with a broad range of allergic and immunologic disorders, such as food allergy, asthma and immunodeficiency. We are a specialized referral center, and our patients are typically referred by their local doctors/specialists because of difficulty in diagnosing and/or treating the disease.

Why National Jewish Health? Our nationally-recognized allergy and immunology specialists perform unique consultative services to provide comprehensive clinical care to our patients. These consultative services include pulmonary rehabilitation, occupational medicine, speech therapy for vocal cord dysfunction, sleep studies, interstitial lung disease and nutrition.

The divisional basic science and clinical research labs provide a unique opportunity to conduct molecular diagnostic studies on patient samples that aid diagnosis as well as management of a broad spectrum of allergic, immunologic and respiratory diseases.


Conditions We Treat



- Allergy HSLP
- Allergic Bronchopulmonary Aspergillosis

[View All Conditions](#)


Programs & Services




- Allergy Treatment Programs, Adult
- Metals Allergy Testing Program
- Test service

[View Pediatric Programs](#)


Our Specialists




Gwen A. Hult, MD, MS



Peter M. Henson, MD, PhD, BVMS




Jack D. Balmger, PhD



Jeffrey James, MD, MS, GU

[View all \(95\) doctors specializing in Allergy & Immunology](#) | [Find a Doctor](#)

Clinical Trials



Adult Allergic Asthma

Do you have allergic asthma? If you are between the ages of 18 and 70 and suffer from asthma symptoms despite the regular use of inhaled medications, we may have a study for you.

Landing Pages

Divisions & key conditions

- Programs & services
- Condition info
- Providers
- Clinical trials
- Patient ed materials
- Articles, etc.

Providers moving to match Tempus

- Program page lists come from bios

David A. Beuther, MD

[Make an Appointment](#)

Doctors & Departments

[Find a Doctor](#)[Departments & Divisions](#)[Providers](#)[Top Doctors in the Nation](#)

Chief Medical Information Officer
Associate Professor
Department of Medicine
Division of Pulmonary, Critical Care and Sleep Medicine

[Email Profile](#)[Print Profile](#)

Patient Rating
★★★★★
4.9 out of 5 stars

133 Patient Ratings
11 Patient Comments

[About the Doctor](#)[Contact Info & Locations](#)[Patient Ratings & Comments](#)

Patient Ratings

The Patient Rating score is an average of all responses to care provider related questions on our independent rating system, the Press Ganey Patient Satisfaction Survey.



Responses are measured on a scale of 1 to 5, with 5 being the best score. [Learn more about our patient satisfaction survey.](#)

Friendliness 4.9 ★★★★★	Recommended to others 5 ★★★★★	Explanation of problem/condition 4.9 ★★★★★
Shows concerns for your questions 4.9 ★★★★★	Includes you in decisions 4.9 ★★★★★	Spoke using clear language 4.9 ★★★★★
Amount of time spent with you 4.9 ★★★★★	Confidence in your doctor 4.9 ★★★★★	

Comments

Comments are collected in our Press Ganey Patient Satisfaction Surveys. Patients are de-identified to protect confidentiality and patient privacy. [Learn more about our patient satisfaction survey.](#)

National Jewish Health Patient- May, 2016

Dr. Beuther is the most "caring" and detailed doctor of ANY of my physicians!! I have GREAT confidence in him! He always spends time with me and does not just sit there entering info into a computer (like MOST docs seem to do!)

National Jewish Health Patient- May, 2016

I'm changing doctors so it was our first visit. The visit went well. He seems quite caring and competent.

National Jewish Health Patient- May, 2016

Dr Beuther gets into the room right away and he explains what he thinks we need to do for my asthma, we discuss what has been done and how it is working, he speaks with my other doctors at National Jewish to discuss what we should do about my health and he explains everything so that I can understand what he wants to do and how it will effect me. I really like him as my doctor.

National Jewish Health Patient- March, 2016

Good listener - takes necessary time to understand patient history/problems.

National Jewish Health Patient- March, 2016

Very good experience - *Dr. Beuther is taking over my care and I am very happy with his care.

National Jewish Health Patient- February, 2016

*Dr. Beuther is an outstanding doctor.

National Jewish Health Patient- February 2016

Doc Bios

- Patient ratings & comments
 - Ratings will change over time
 - Comments will be added through review process
- Also ...
 - Friendlier photos
 - Press releases
 - Clinical trials
 - Links to "My NCBI" bibliography in PubMed

What's Next?

- Finish project
 - Visual for external elements outside Kentico & microsites
 - Integration of Portal
- Broaden use of Taxonomy
- Continue streamlining maintenance
- Assess Kentico Marketing tools



Thank you!



Samantha Reeves, reevess@njhealth.org

Aaron Hoy, hoya@njhealth.org