



avanade |



SITECORE®

Do what matters

Reimagine the digital healthcare journey through accessible, personalized and patient-centered experiences

Healthcare Experience Accelerator

Part of the *Avanade Care 24/7* suite powered by Sitecore



"The newly empowered consumer will make the shift to new healthcare offerings and turn not to the organization that is closest geographically, but to the [provider] that offers the best experience."

— Arielle Trzcinski, Principal Analyst, Forrester

As the healthcare landscape becomes more consolidated and competitive, organizations must provide a differentiated patient experience

2,395

healthcare merger and acquisition deals were recorded in 2022 – an 8% increase over the previous record of 2,214 deals in 2021.¹

92%

of healthcare consumers agree that having a good patient experience is “extremely important” or “very important” – yet 76% said that they have *not* had a positive experience in the past year.²

20%

of healthcare providers will shift away from patient portals tethered to the EHR in favor of digital front door solutions as the primary method of digital patient engagement by 2026.³

Sources:

1. Irving Levin Associates, [“Record-Breaking Health Care M&A Activity Recorded in 2022, According to Acquisition Data From LevinPro HC,”](#) January 13, 2023.

2. The Beryl Institute, [“Ipsos PX Pulse Consumer Perspectives on Patient Experience in the U.S.,”](#) November 2022.

3. Gartner, [“10 Strategic Data and Analytics Predictions Through 2028,”](#) May 22, 2023.

Providers face challenges creating engaging experiences across the entire digital health journey



Acquiring new consumers / patients in a saturated market



Increasing patient lifetime value and share of wallet



Operating with high patient churn and market share loss



Optimizing marketing performance and budget efficiency



Removing logistical and financial barriers for underserved patient populations



Improving low patient engagement and satisfaction scores

Providers that put patients at the center of their modernization journey drive business value and patient outcomes

Maintain and grow market share

Improved market share and competitive intelligence
Omnichannel data analyzed across systems to improve business decision-making
Measurement of customer lifetime value and increase of share of customer wallet



Improved patient acquisition

Enhance the patient / customer experience

Lower call center volume and more online appointment scheduling
Delivery of consumer-grade omnichannel, personalized experiences
Higher patient satisfaction scores achieved



Better brand loyalty

Optimize marketing operations

Automated marketing campaigns
Optimized advertising and marketing technology spend
Improved third party ratings (i.e., US News & World Report)



Optimized marketing and technology costs

Patients and clinicians alike want **better experiences.**

1.Accenture, "Patients Want to Continue to Use Virtual Care Even After the Pandemic Ends," July 9, 2020
2.PatientEngagementHIT, "COVID-19 Accelerates Patient Experience Efforts, Care Coordination," March 8, 2021,
3.Medscape, "2021 Physician Burnout Report," January 25, 2021

60%

of consumers say they want to use technology more for communicating with providers and managing their conditions.¹

72%

of patient experience strategies include an emphasis on care coordination for all healthcare organizations.²

79%

of physicians say that their burnout began before the COVID-19 pandemic.³



From acquiring market share and attracting new patients to enhancing the patient experience and improving brand loyalty – healthcare organizations need to re-envision how they provide a connected, patient-centered digital experience.

Where are you in your digital health transformation – are you differentiating from your competitors to provide your patients with truly integrated, personalized care?



Lead with experiences by being obsessively focused on the patient experience and enhancing access for all – particularly underserved populations – across the entire healthcare journey.



Personalize thoughtfully by leveraging patient data – without compromising HIPAA privacy laws – and using those insights to create future interactions that feel authentic, personal and unique.



Continuously improve by developing a mindset of continual change and implementing feedback loops and monitoring overall performance.

Meet patients where they are with an easy-to-use digital experience that increases access to personalized care and builds brand loyalty

Our Digital Front Door solution enables providers to deliver industry-leading experiences for patients through a prioritized set of features and capabilities that modernize the digital healthcare journey.

Create a patient-centered experience by reimagining three key areas of your digital healthcare journey



Website purpose

The specific pages and content that site visitors use to complete a task or achieve an outcome



User experience

Specific experience design and website attributes and features



Brand strategy

Overall experience, brand and voice of the health care provider's website

Digital experience capabilities

- Online appointment scheduling
- Find a provider
- Search for a condition or treatment
- Provider detail pages
- Location pages

- Accessibility
- IA and navigation
- On-site search
- Mobile device experience
- Search engine performance

- Brand purpose
- Visual brand and identity
- Diversity, equity, and inclusion (DE&I)
- Environmental, social and governance (ESG)
- Recruiting



Gabriel (she/her)
Typical new patient

Discover how the Experience Accelerator supports a consumer grade Healthcare Experience

Patients want to be met where they're at – they are looking for a healthcare experience that is inclusive, accessible and intuitive.

Attitude

The user's overall attitude towards healthcare and personal wellness

Prefers community-based healthcare options over a large hospital campus or location

Wants to see a primary care physician with a connection to her community

Access

How the user prefers to access healthcare information, services and treatment

Prioritizes same-day or next day appointments

Prefers digital channels for all interactions with her physician and healthcare planning

Approach

How the user goes about searching for / selecting a provider and managing wellness

Prefers a PCP who speaks both English and Spanish

Looks for physicians with large number of online ratings and reviews

Willing to visit retail clinics or urgent care for minor issues versus waiting to be seen

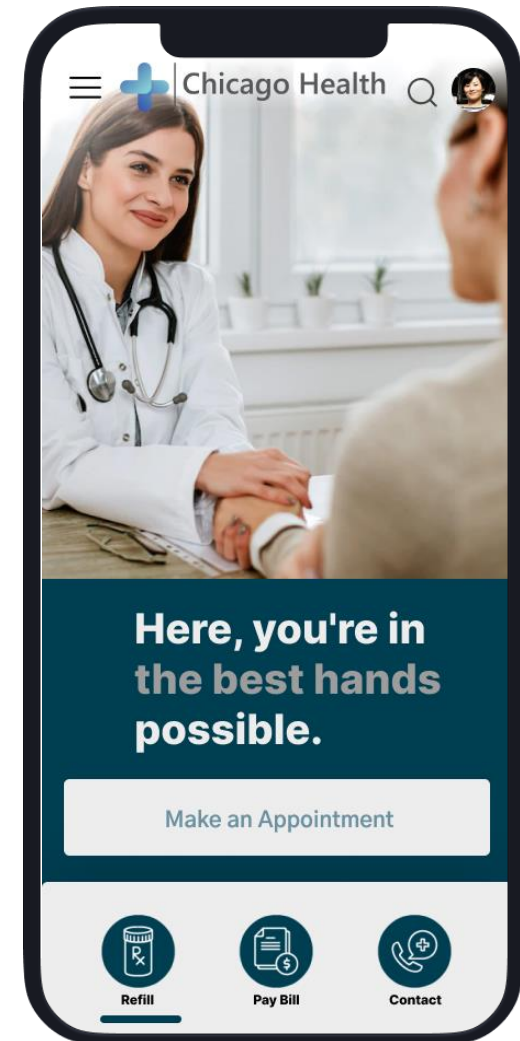
Deliver a consumer-grade healthcare experience

Give your patients complete control over finding a doctor, scheduling online appointments, accessing medical records and engaging with content that builds loyalty while delivering world class care.

- Provide intuitive and easy-to-use experiences across desktop, mobile devices and tablets
- Reduce call center volume with digital capabilities and functionality
- Enhance accessibility for all consumers and patients
- Optimize for search engines and improve brand reputation

As 77% of patients search online for doctors either often or sometimes, a strong web presence is critical – 36% of patients say that a practice's website is a primary factor when choosing a provider.⁴

Source: PatientPop, "[Patient Survey Report 2023](#)," 2023.



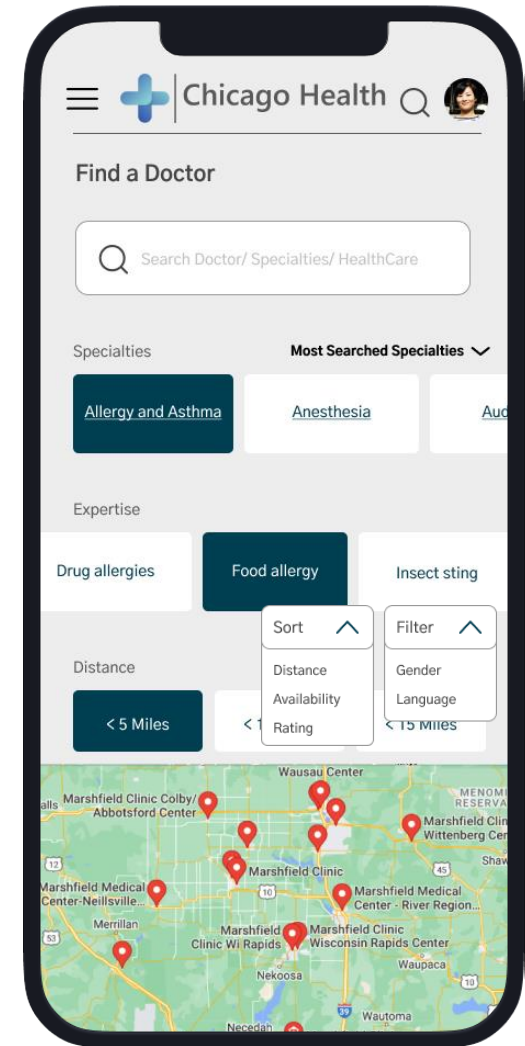
Make finding a physician simple

Give consumers and patients the appropriate controls to easily find a new doctor or specialist based on a variety of factors, including:

- Specialty
- Expertise
- Insurance
- Location
- Schedule availability
- Languages spoken
- Ratings and reviews

78% of healthcare providers agree that an online presence has become increasingly important over the past few years as the rise in healthcare consumerism has led to a patient preference for self-service and digital engagement.⁵

Source: PatientEngagementHIT, "[Docs Want Bigger Role in Online Presence, Scheduling, Patient Loyalty](#)," June 27, 2022.



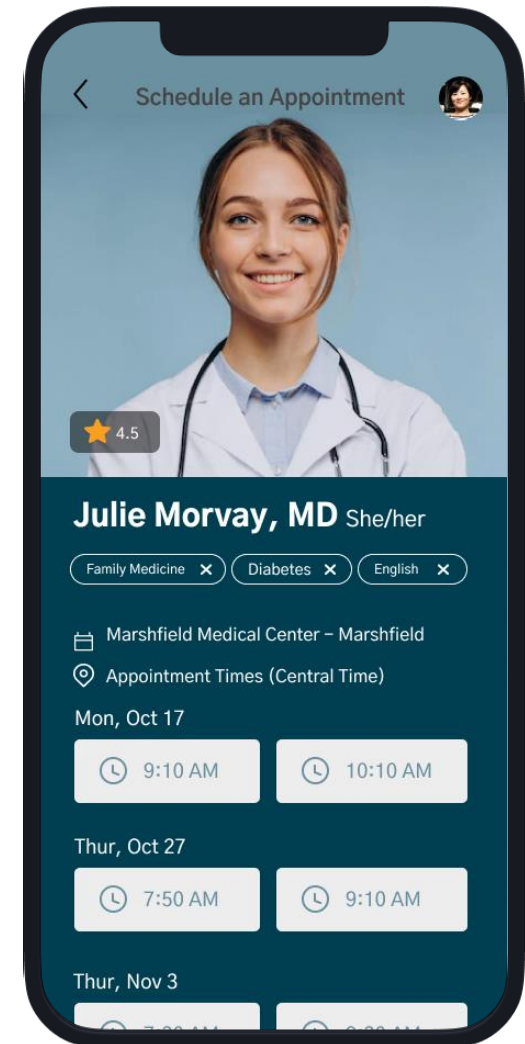
Select an online appointment with ease

Make booking an online appointment with a physician as easy as making a restaurant reservation. Enable patients to find the right provider for their needs with filters like:

- Date
- Time
- Location
- Waiting list
- Important information for the appointment, such as:
 - Directions
 - Parking
 - Location wayfinding

68% of healthcare consumers agree or strongly agree that their trust in healthcare has declined over the last two years – one of the top reasons cited for this decline is difficulty in getting needed appointments (39%).²

Source: The Beryl Institute, "Ipsos PX Pulse Consumer Perspectives on Patient Experience in the U.S.," November 2022,.



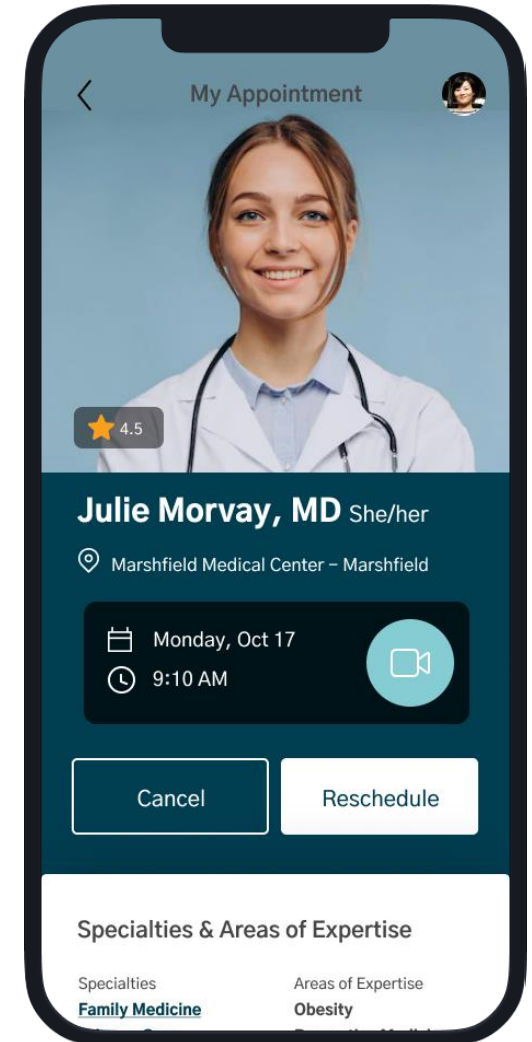
Streamline managing appointments

Simplify scheduling by reducing the number of clicks needed to complete an online appointment and proactively communicating important reminders.

- Leverage EMR login to reduce the number of questions and time needed to complete appointment
- Provide guest check-out
- Send SMS reminders and cancellation notifications
- Enable SMS re-scheduling
- Build in marketing opt-ins

70% of patients who tried booking an appointment online using a self-scheduling tool or patient portal were eventually referred to a call center staffer to finish booking – negatively affecting care access and the overall patient experience.⁶

Source: PatientEngagementHIT, "[Online Appointment Scheduling Falls Short, Dissuades Care Access for 61%](#)," Nov 15, 2022.



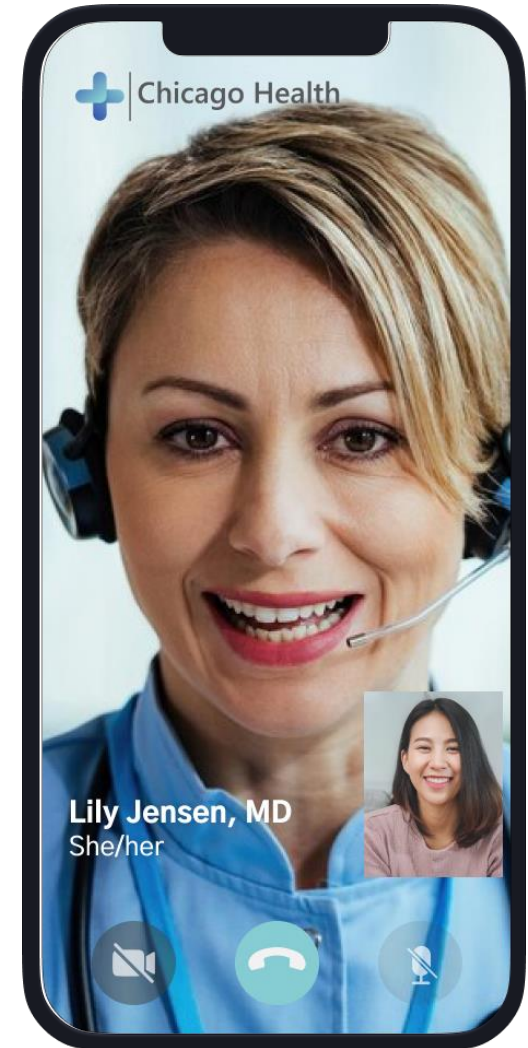
Enable access to telehealth services

Make it easy to find and engage a healthcare provider or specialist with one-click telehealth services, including:

- Finding telehealth appointments or availability
- Scheduling an online appointment
- Engaging with a doctor on desktop, cell phone or tablet

88% of patients want to use telehealth to address non-urgent matters such as engaging in live chats with medical staff to discuss test results.⁷

Source: Adobe, ["The biggest healthcare marketing trends for 2023,"](#) Nov 8, 2022.





We're ready when you are

Let's have a conversation about how we can work together to achieve your patient experience goals.



One-hour call

Discuss the trends impacting healthcare and how we can help your organization do what matters for your patients to accelerate growth



Half-day workshop

Hold a collaborative session to uncover opportunities and converge on key business goals to begin designing your digital health transformation journey



Proof of value

Bring together our experts and your teams for a four to six-week engagement to co-create your patient experience strategy, business case, and roadmap

Proof of value deliverables

• My primary care is at South (visited) you could consider it a clinic, but it doesn't feel like a clinic.

Have you gone to the website before:

- I recently jumped on it because I wanted to see what type of insurance plans the hospital takes... I was also looking to see other specialists... I like to look and see the types of doctors, what they specialize in, their educational background
- Works as is

What did you like about the website?

- I like to be able to do a lot of things myself. I'm hands on...I don't want to keep calling the hospital for different things like insurance. It's also a hassle to call because you're on hold and being transferred all the time
- I want there to be if I could schedule an appointment online, but then I put my information in... I wasn't really able to get on an appointment...I use the app religiously, so when I get to the desk they say "oh sorry you did it already"...[it's very convenient]

Have you ever scheduled an appointment?

- No

Did you ever get an email or notification from UCM saying you could?

- Yes, I got an email... But it was still putting my information in and someone would call me back. I don't know if it was user error
 - Was trying to log specialist
 - I put in what I wanted to see the specialist for, but I couldn't set up an appointment myself

How long ago was that?

- About 4 months ago I know it was before the new year

When scheduling an appointment, what matters (or the factors)?

- Definitely my schedule because it's really funny. That's the #1 for me - scheduling availability/variety
- Then the doctor themselves. I can go on the website and find information about them; and then I'll go to Google to find additional reviews of them...then I like seeing the different offices they work out of, since they might be far away. It's about convenience and about how far I have to go to see them. It's the availability and the convenience of the commute.

Would it help if drive/commute time or appointment time:

- That would be nice, but with your colleagues these days (big brother #2) I'll be on my phone and I'll tell me I need to leave. I like that it's weird
- It's wonderful to have the convenience of being able to do your checks online, do your paperwork online, do your insurance online and then be just when you get there.

When you're looking to book a PCP appointment, what do you look for - in person or virtual:

- Mostly in person, but it was good to have the option to do virtual during covid...it's nice to be able to choose, especially if it's just a basic follow up and not a lab...it's nice to be able to have that option

How far in advance:

- Usually with me, around 2-4 weeks, but certain specialists take a little longer... just happened to

Vision statement guiding principles

A vision should unite the organization around an ambitious goal.

Be simple and memorable.

Be inspirational.

Describe the benefit to the user.

Key Takeaways:

- Definitely see this transferring to our website vision
- Embrace transformative term
- Leadership is really trying to avoid for change and embracing the future
- Transformational initiative, embrace change
- How do we use story telling to transform?
- Patient not explicitly called out
- "Where you start your care (journey matters)"
- Website centralized around access
- "quaternary" care
- Health system
- "One UCM"
- Real sense of community
- Thinking about the patient journey
- Trust

Overview: Find a Doctor

The process of researching and selecting a medical professional based on the information available on the website.

Evaluation Qualities:

- Image Quality:** Photos are recent, professional, and representative of the board
- Contact Details:** Easy to find contact information
- Credentials:** Display physician qualifications and awards
- Content:** Showcase physician's personality and thought leadership
- Humanized:** A clear and readable physician story with all relevant details

Some Leading Example(s):

- Mount Sinai
- RUSH
- UCLA Health

Key Takeaway(s):

- Placing "find a doctor" as the first item on homepage may facilitate a quicker selection process (e.g., Location, specialty, in-person vs. virtual, times, preferences)
- Physician background and engagement can make it easier to find a doctor through page layout, verbiage and videos
- Fewer clicks make it easier to navigate to finding and scheduling doctor visits may result in losing fewer potential new patients

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Interviews

Workshops

Competitive and comparative review

Keith (he/him) Existing Patient (Parent and Caretaker) Digital IQ, Mastery Healthcare IQ, High

Experience Today

- Keith is confused as to whether he can schedule through pediatrics or family medicine both. He ends up calling in and filling out a form.
- Keith prefers not to call to schedule his son's appointment. It's slow and he is not sure he ended up with the best pediatrician.
- Keith wishes he'd known to schedule a video appointment. It's slow and he's not sure he ended up with the best pediatrician.
- He's worried over insurance coverage, costs, waiting time and the need to call in if he needs to shift the appointment.
- Finding the time to call in to schedule is a challenge and he is on the phone for 15-20 minutes just to learn he will have to wait a month for an appointment.

Experience Tomorrow

- Clear, simple path to schedule on the website. Appointment during site visit. Chatbot scheduling would make this easy and quick.
- Ensure online scheduling guide, selection and scheduling with a few clicks.
- Getting more intel on his son's needs to make the appointment more personalized and productive.
- Communicate what to expect and insurance and payment details in advance of the appointment to create more trust and confidence.
- Ease of rescheduling and when waits are long, requesting to be placed on a quicker appointment wish list.

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Business Background and Overview

The Digital Health team at Avanade is modernizing the user experience of their website which will include improving their search engine results, reducing no. patients, increasing online scheduling, and simplify their marketing technology stack to accelerate patient experience impact.

OH Websites:

- Website 1: Link to website
- Website 2: Link to website
- Portal: Link to Portal

OH Stakeholders:

- Marketing and communications
- Administrative and care
- Call center
- Health systems and walk-in
- IT
- Legal and privacy
- Product
- Program management and POC
- Service line

Business Goals:

- Increase appointments
- Schedule online across primary care and specialties
- Acquire new patients (PFC and Specialist)
- Improve search engine results
- Improve patient satisfaction scores
- Reduce call center appointments
- Reduce time to market for new website functionality and new experience
- Optimize marketing technology tool cost of ownership

Target Audiences:

- New Patients
- Existing Patients
- Referring Physicians
- Community
- OH System and Appointments
- OH's UCM/UCM
- Employees
- HR and HRIS

Audience Goals:

- Find a provider
- Learn about a condition
- Learn about services offered to treat condition
- Schedule an appointment
- Manage an appointment
- Find a location
- Learn about location offerings and services
- Use appointment
- Call the UCM/UCM/UCM
- Refer a patient
- Find and apply for a job

Audience Channels:

- Quaternary Website
- OH Children's Hospital Website
- OH's Home Care
- OH's Digital Media
- Search engines
- Social media
- Topical
- The University of OH website
- Topical
- Zillow

Website Purpose:

- Elevate credentials of physicians and providers
- Deliver site visitors clear ways to schedule appointments, find a doctor, search for a condition, and discover provider details
- Connect locally, communicate globally
- Visibly showcase extensiveness of locations and coverage
- Personalize thoughtfully and where appropriate
- Strive to be at or near the top of their list through improved search engine optimization

User Experience:

- Be inclusive and accessible to all audiences
- Create an intuitive and easy-to-navigate website
- Keep a mobile lens top of mind
- See patient-focused care into every touchpoint
- Give website visitors a reason to explore the site
- Make search intuitive by incorporating familiar external search elements within the on-site search experience
- Act human, even when the digital door is artificial
- Communicate the value of signing in via MyChart

Brand strategy:

- Design should embrace Oliva Health purpose and values
- Use a mix of tone, voice, and imagery to stand out amongst competitors
- Demonstrate the impact of Oliva Health's community engagement and outreach
- Design for the patient, not the healthcare system
- Amplify your people's stories
- Showcase your DEI ambitions and goals

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Website vision statement | A vision unites the organization around an ambitious goal for the reimagination of your digital experience.

Vision statement goes here

Guiding principles

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*[patients, physicians, and healthcare system staff]

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Patient personas, mindsets and journeys

Creative or UX project brief

Website vision and guiding principles



Do what matters

Proof of value deliverables contd.

Composable application and integration architecture

Headless
Shifting the architecture to headless with logic moving from the back-end to the front-end with the client browser orchestrating the experience.

Composable
Enables Oltiva Health to integrate with vendors within the solution from a variety of systems and mesh them together using APIs.

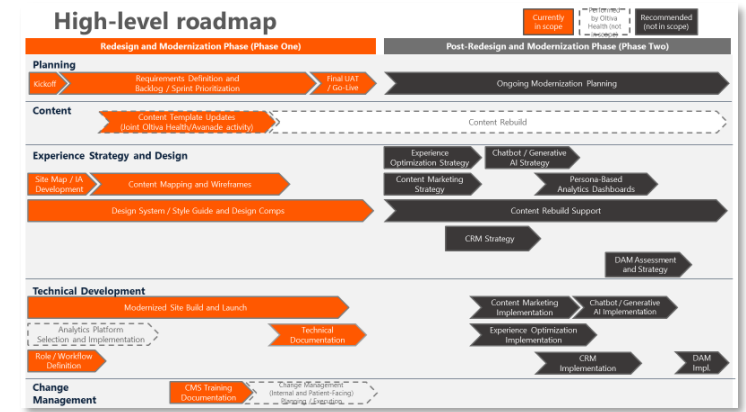
Decoupled
Designing data ingestion and API integrations to be independently designed and scaled, secured, and governed separate from the core Sitecore XM solution.

Note: Subject to change

Technical design document

Feature #	Epic	Website	Feature Title	Initial Description (To be turned into requirements in Post Discovery Phase)	Suggested Priority (Revenue)	Oltiva Priority	Perceived Complexity (RAG)	Priority/Status Notes (e.g., reduction required or added Oltiva notes, columns are Y/N)
FUR-08	Functionality	Oltiva	Recommended Content	The system will support the use of Content recommendations (e.g., "view this" on different pages such as thought leadership, services, people) to encourage visitors to explore the site further. It could be tag, and/or the system will ensure Sitecore Forms is set up in USA to support basic forms.	3	2	H	Could be part of future content strategy work (i.e., adjust content page. Form exploration required (i.e., Sitecore vs. Vulture).
FUR-09	Functionality	Oltiva	Sitecore Forms		3	3	M	
FUR-10	Functionality	Oltiva	Form Fields and Inputs	The system will support various form inputs and fields (e.g., form select, free text fields, radios/checkboxes, etc.)	1	1	M	Form exploration required (i.e., Sitecore vs. Vulture).
FUR-11	Functionality	Oltiva	Form Workflows and Notifications	The system will enable Oltiva users (e.g., admin) to set up form destination email address(es) upon form submission.	2	2	M	Form exploration required (i.e., Sitecore vs. Vulture).
FUR-12	Functionality	Oltiva	Form Autoreponse	The system will enable Oltiva users (e.g., content author) to set up autoreponses to be sent to site visitors upon form submission.	3	3	M	Form exploration required (i.e., Sitecore vs. Vulture).
FUR-13	Functionality	Oltiva	Redirect Management	The system will support redirect management within Sitecore (e.g., the 301 redirect module).	2	2	M	
FUR-14	Functionality	Oltiva	404 and 500 Error Mapping	The system will support the use of out-of-the-box SXA capabilities to configure pages that are directed to generic Sitecore 404 and 500 error page experiences.	2	3	L	Oltiva users should be able to update errors on those pages. Error page designs for 404/500 may be created at a later date (i.e., post-MVP).
FUR-15	Functionality	Oltiva	Basic Document Viewer	The system will support the use of a basic document viewer-type experience for certain media types (e.g., PDFs).	2	2	L	Basic viewer (i.e., potentially via iframe).
FUR-16	Functionality	Oltiva	Simple Email Subscriptions	The system will allow site visitors to subscribe to (and unsubscribe from) email updates (e.g., from blogs) with just an email address.	2	2	M	Currently done via WordPress or Mailchimp directly. All

MVP definition and prioritized backlog



Strategy and roadmap

About Avanade

Why Avanade? We bring unparalleled Microsoft and health industry experience to our clients

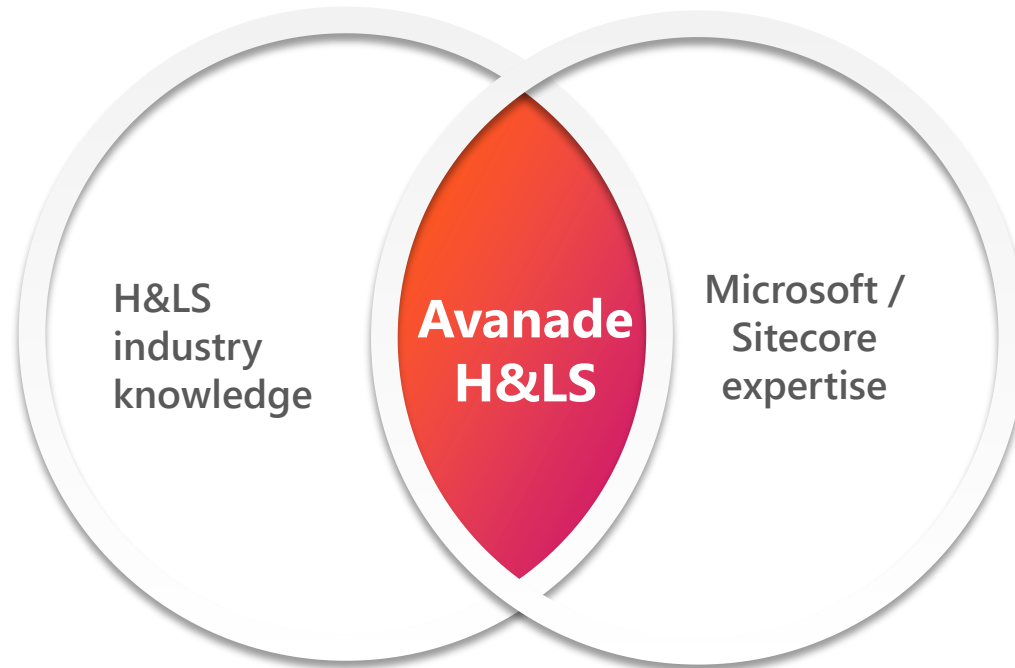
Avanade's Health and Life Sciences (H&LS) team knows the industry challenges that our clients face and how to address them with the Microsoft platform. We have a global practice of 1,000+ technical, functional and organizational change-professionals, health strategists and consultants serving healthcare providers, health insurance plans, life sciences and medical device organizations.

 All top **10 global pharmaceutical** companies

 **90% of Fortune 500** life sciences companies

 **125+ public health organizations** in more than **20 countries**

 H&LS **business value frameworks**



18X consecutive winner of **Microsoft Global Alliance SI Partner of the Year**



Microsoft Global Healthcare Partner of the Year 2020



60,000+ Microsoft certifications – more than any other partner



Largest Sitecore partners



- Our Capabilities
- Care 24/7
- Healthcare on Azure
- Epic on Azure
- Digital Front Door

Our end-to-end customer experience services

Achieve business outcomes and deliver industry-leading experiences



Digital strategy and innovation

- Transformation planning
- Digital capabilities benchmarking
- Digital products and services design
- Always-on digital innovation



Customer experience

- Customer experience design; strategy / journeys
- Web or mobile experience design and front-end development
- Digital in physical / retail experience design
- Content and customer service technology platforms



Marketing modernization

- Content strategy, marketing and search (e.g., SEM, SEO)
- Social campaign management platforms
- Digital asset management
- MarTech campaign, marketing and CRM automation platforms



IT modernization

- IT strategy and consulting
- Enterprise architecture
- Cloud technology migration and managed support
- Custom development and systems integration
- Platform upgrades and SaaS migration



Commerce

- Omnichannel commerce strategy
- Commerce experience design
- Commerce and OMS technology platforms
- Commerce optimization and management



Managed services

- Content creation and production support
- Infrastructure support
- Application support
- 24/7 or custom support
- Call center tech support

Avanade excels at Sitecore

We are proud to be Sitecore's first and largest Global Platinum Partner.

More than
450

digital marketing clients in



22
countries

Demant Most Impactful Human Connections in a Changing World Award

Subway Best ROI; Ultimate Experience & People's Choice Award



TakeDownCholesterol.com Health & Wellness

StockLand.com.au Real Time Engagement

Mobil.com Data Driven Category

Volvocars.com Best Experience

Open.edu.au Best ROI

Zurich.com Insurance



3,500

analytics professionals
and

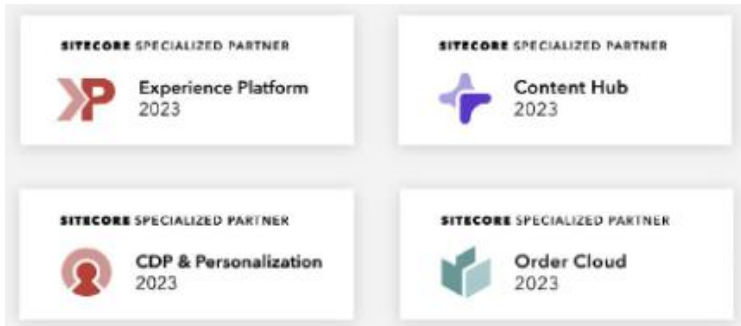


4,200

business excellence
and automation
experts

Practice specialization awards

Market-leading credentials for XM Cloud, Content Hub, Order Cloud and composable Sitecore ecosystem.



6

Global Sitecore **Center of Excellence for Innovation** and 6 Global Sitecore delivery centers.



27

Sitecore Experience Awards

in partnership with our clients in the last five years



700

Over 700 UX professionals and 320+ LUMA human-centered design practitioners



800

Sitecore certified developers

1,300

Sitecore-trained consultants

More than any other firm in the world



10

Sitecore MVPs – 71 MVP awards since 2014



Demant brings life-changing hearing health to a global audience

Challenge

For more than a century, the Demant Group has played a vital part in developing innovative technologies and know-how to help improve people's hearing and health. In addition to providing hearing devices, hearing implants and diagnostics equipment and services for hearing care, Demant is a growing business in audio and video solutions for business professionals and the gaming community.

Over time, its web experience became increasingly complex to manage, with multiple brands and 217 websites in 130 countries.



Solution

Together, Demant, Avanade and Accenture brought all sites from multiple digital platforms, including Sitecore 8.2, to a single instance of Sitecore Experience Platform 9.0.

All sites are now hosted in the Microsoft Azure cloud. This accelerated the organization's journey to making better connections with its B2C customers and B2B clients.



Results

With increased agility and faster time to market – now rolling out 10 new websites per month – Demant can continue creating life-changing differences through hearing health. Results also include:

- An accumulative 71% increase in web traffic (up to 1.2 million monthly visits)
- Increased e-commerce conversion rates
- New B2B e-commerce functionality to offer 150 products across the platform
- 50% faster regression testing for production releases



Hospital Israelita Albert Einstein builds sustainable digital capabilities in record time

Challenge

As a leader and an innovator in medical and hospital care in Brazil, Hospital Israelita Albert Einstein is constantly improving its processes, relying on technology to serve its patients and business.

Faced with COVID-19 challenges, the hospital needed a new solution to safely and securely treat patients and support its medical teams.

Solution

Avanade worked with the hospital to build a patient self-service system allowing for online registration, appointment scheduling, check-in and printing ID bracelets. New digital and mobile at-home health services enable e-signatures, online payments and medical requests.

We helped Hospital Israelita Albert Einstein modernize an AI-enabled surgery center system where doctors can manage surgery scheduling logistics, assemble virtual teams, view electronic medical records and more.

Results

Today, the admission process for medical appointments takes just 55 seconds, compared to a previous six minutes. In unprecedented times, faster service can be a matter of helping to save more lives.



Merck's web content experience wins Sitecore Experience Award

Challenge

Merck Manuals, a comprehensive medical information source covering thousands of topics, recently switched to a digital-only strategy, with an ambitious goal to reach three billion people in eight years.

But the publishing cycle with its old CMS was too long, and there was a real risk that science would have changed by the time the update was eventually published. It was also critical to create a more accessible experience for users from different continents, viewing in different languages and on a variety of devices.



Solution

The Sitecore solution, hosted on Microsoft Azure and implemented by Avanade, has already provided the flexibility, scalability and cost-predictability that Merck was seeking.

It has also helped to drastically improve the way Merck manages and publishes localized medical content.



Results

Following the deployment, traffic to the Manuals website increased to approximately 450,000 impressions garnered each day, with more than 14 million sessions logged each month.

"This is a great example of good user experience. Not only does the end consumer – such as physicians and patients – get a great experience, so do those who update and publish the content. It is critical to have an excellent platform with efficient, user-friendly, and well-configured tools."

– Michael DeFerrari, Director of Digital Publications for the Merck Manuals



Premier creates personalized experiences across multiple brand sites

Challenge

After recent M&A activity that left their brand, content and experiences fragmented across dozens of disconnected internal systems, Premier Inc. needed a unified content management solution.

Its legacy systems were becoming increasingly costly to maintain, while manual processes were hindering employee productivity. Moreover, the current ecosystem was not able to provide personalized experiences to support the customer journey.

Solution

Avanade performed an eight-week discovery and design process to: explore the current issues within the Premier content ecosystem; set a north star vision and goals for the future-state ecosystem; evaluate the current state architecture; design and optimize process workflows and journeys supporting key content and audiences to identify areas of improvement; and evaluate and recommend platforms to support the ideal future state.

Results

The new solution supports key client segments and employee needs by creating effective, collaborative experiences across multiple brand sites and repositories.

The now unified enterprise technology stack saves management and IT costs by consolidating fragmented systems and streamlining and automating contract lifecycle management to prevent costly errors.

Premier is able to attract new customers through personalized experiences based on the customer journey.



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