

Revamping its Old Website with Progress Sitefinity, Conway Regional Health Systems Registered a 14% Increase in Users and Upgraded its Booking Application for Patients

AT A GLANCE



Conway Regional Health System serves seven counties across Northern Arkansas, providing patients with a variety of health services. To provide the best possible digital experience for its users, Conway wanted to improve the quality of its website. By implementing Progress® Sitefinity® to replace its older CMS, the healthcare organization created an easy-to-navigate website ideal for the patient experience. Conway integrated an InQuicker API allowing patients to search for their provider, resulting in a 14% increase in registered users.

COMPANY Conway Regional Health System	INDUSTRY Healthcare
PRODUCT Progress Sitefinity	COUNTRY United States


Challenge


Conway Regional Health System wanted its website to provide an efficient, front-facing experience for patients across seven counties in Arkansas. Unfortunately, its blocky, unintuitive design proved difficult to navigate for users and the CMS made it challenging to make any substantial changes.


“Your website is the front door for the experience of whether people are going to interact with you. You cannot necessarily do it on the cheap, but it does not mean that we must have a Ferrari. You must put your best foot forward to make sure the content is accessible, it is easy-to-use and users can easily locate what they need to find.”

Paul Bradley
Director of Marketing,
Conway Regional Health System


Solution


 Deploy Progress Sitefinity's multisite management capabilities to manage five separate websites and create better workflows.


 Modernize the design of the Conway Regional Health System website and improve navigation for patients to find information they need.

 Integrate with the ERP system and various APIs, including InQuicker, to help patients book and schedule appointments with physicians.

Results

 New patients visited Conway Regional's site resulting in an increase of registered users by 14%.

 As navigation became more intuitive, more time was spent on pages, resulting in unique pageviews rising by 12%.

 Conway Regional re-debuted its Find a Physician application on the front page with new effective search features on both maps and within the health care systems' database for doctors.



Implement Progress Sitefinity to provide your patients with **an easy-to-use website** and content-focused experiences.