



VIDANT HEALTH™

[www.VidantHealth.com](http://www.VidantHealth.com)



## HEALTHCARE

Vidant Health is one of the largest healthcare systems in the Carolinas. Serving 1.4 million people across eastern North Carolina, Vidant Health is comprised of seven community hospitals along with physician practices, hospice, wellness centers, and more. It currently employs more than 10,000 people.

Year over year  
traffic increase

15%

## Background

VidantHealth.com is the system-wide website, comprised of provider and location information, personalized patient portal (MyChart) healthcare information, services, and more. Vidant Health had grown larger over the last few years due, solely by acquisition.

All of Vidant's digital assets across different locations were completely disparate, non-responsive, and did not provide accurate location or provider data information.

## Goals

The business goals for the site included mobile responsiveness, service line centered (what type of healthcare services patients are looking for), geo-location services, regional hospital section (includes information on other hospital locations), wayfinding initiatives, site search, a new provider directory to more easily find physicians, and the Vidant team wanted the site to be easy to administer. Because Vidant Health serves a largely rural population, their team wanted a site that was easy to use, maintain, and update all from a mobile device.

## Challenges

With the help of administration, a large amount of content was identified that was used throughout the site in different places. The team needed the ability to update information across numerous sites, in numerous locations all at once, so that it appeared accurately and could be maintained as efficiently as possible. This included Vidant's other web properties of its recruiting site Careers.VidantHealth.com, surgery preparation website VidantSurgiCenter.com, and donation website Foundation.VidantHealth.com. Vidant also needed the ability to create complex user workflows. The digital marketing team at Vidant all had different areas of responsibilities within the healthcare system. Not all users needed the same level of access across the site.

## Solution

Ntara created different roles within the back-end system so certain users could manage separate parts of the site. Specific roles included the ability to only enter content in the news articles section, update content in separate departments of the site, and overall, customize roles so that some users didn't have access to all areas of the site. Custom workflows were also created for the Vidant team so that content could be routed for approval based on Vidant's internal team structure without making changes to production.

*"Building a website for a large healthcare system was no small undertaking. The project was time intensive, but the outcome is something we are incredibly proud of. VidantHealth.com serves as a digital gateway that provides access to best-in-class providers, facilities, and services for more than 1.4 million people across 29 different counties in eastern North Carolina. The Ntara team, along with the robust capabilities of the Kentico platform, helped our team create a seamless digital ecosystem for our entire organization."*

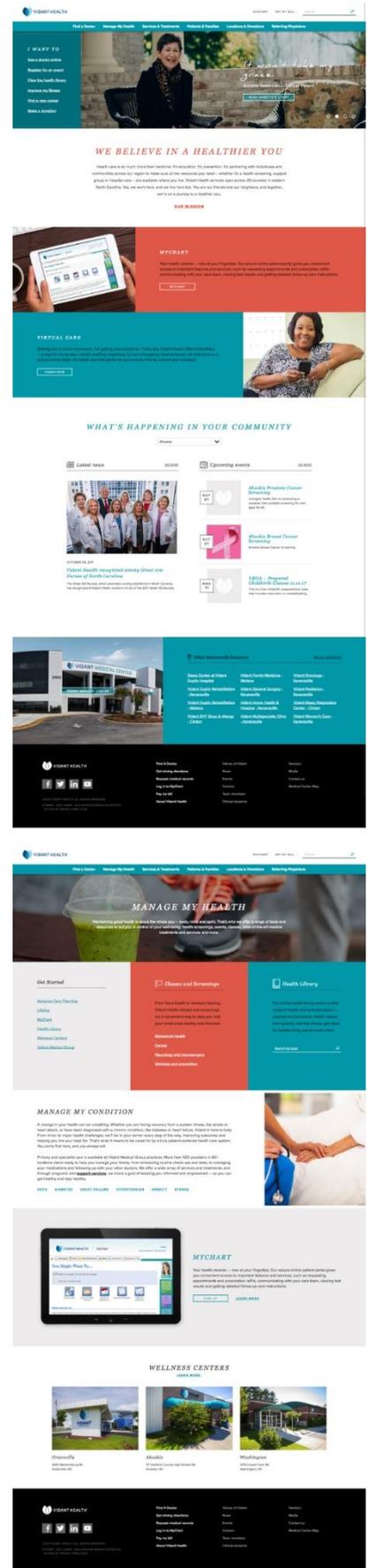


**Kellie Vicars**  
Director—Digital Strategy  
Vidant Health



Rather than having to update content in numerous locations, Ntara created custom modules and web parts so that information can be changed in one place and served up to other parts of the site. An example of this is Vidant's provider data. Information about physicians and locations can be entered in one place and appear in multiple locations, across multiple sites. Ntara also used Web Parts to create a similar look and feel across many pages, saving a lot of time and resources. Overall, Ntara's developers loved using Kentico because it was easy-to-use, the team provided great support in working through challenges or issues, and there was great documentation for building more customized web parts.

Ntara used Custom Modules to build a provider database. This is all part of the overall site database—it serves as a warehouse for all provider data. Custom Modules were also used for blog tagging, tagging events by different topics and communities, and the Roles and Workflow features were used to ensure better efficiencies within the Vidant team on the client side.



## Results

The first month the site was live, mobile traffic exceeded desktop traffic for the first time. This was largely due to an optimized mobile experience. There was also a five percent MOM (June vs. July) traffic gain and a 15% YOY (July 2016 vs. July 2017) traffic gain for the month. An analysis of month over month data (May-June, 2017, vs June-July, 2017), yielded the following results

- Increase in Mobile traffic of 18.62%
- Mobile as a percentage of total traffic, 50.11%
- Website visits increased by 13.42% MOM
- Unique Users increased by 19.16%
- Page views increased by 28.21% MOM
- Pages/Session increased by 13.04%
- Avg. Session Duration increased by 6.96%
- TTO increased by 26.5%

## Key Criteria for Choosing Kentico

The team at Vidant chose Kentico primarily because three of its other sites are already on this platform—Vidant Careers, Vidant Foundation, and Outer Banks Hospital. With the launch of Vidant Health.com, Vidant SurgiCenter site also launched. Overall, Kentico was the CMS of choice because of its High Customization capabilities, enterprise marketing solution capabilities, dynamic content abilities, easy content entry, custom modules, and integration bus.

Kentico helped Ntara by utilizing an intuitive admin interface, providing the ability to create dynamic content and leverage custom modules for the provider directory. Kentico had great out-of-the-box functionality for workflow and user flows. This made it very easy to customize control for the Vidant team.

## Ntara

Some say Ntara is a new breed of interactive marketing agency. Ntara say they're a band of strategists, designers, and developers all working toward a common goal—to solve the challenges of sales and marketing organizations within the Fortune 1000. Ntara are builders and they believe every interaction with them should be the best and most fun part of your day.



Ntara  
2214 E. Fairview Ave.  
Johnson City, TN 37601

Samantha Davis  
+1 423 926-8272

[www.ntara.com](http://www.ntara.com)  
[kentico@ntara.com](mailto:kentico@ntara.com)