

INDUSTRY
HEALTHCARE

The ETZ (Elisabeth-TweeSteden Ziekenhuis) is a top regional clinical education hospital situated in Midden-Brabant. They are known nationally for their expertise in severe traumatology and neurosurgery. And their expertise in cardiology, orthopaedic, and intervention radiology is recognized internationally.

Background

At the beginning of 2016, the St. Elisabeth Ziekenhuis merged with the TweeSteden Ziekenhuis. The newly merged organization obtained a new corporate identity and began the search for an implementation partner to design their website. After exploring an inventory of partners, ETZ chose TrueLime to cooperate with.

Goals

There were three main objectives:

- Content should be found easily
- On-site search should be dramatically improved
- The new CMS should give administrators flexibility in their editing of content

Challenges

There were some obstacles to overcome. Firstly, TrueLime was to build a new graphic design through which patients could instantly find relevant content. Secondly, the search functionality had to be improved as the classic navigation menu system had proved too deep and user unfriendly on the old website. And, last but not least, a solution had to be found for content editors to upload content efficiently.

"The decision to work with TrueLime as a Kentico implementation specialist was made when we saw they were not just 'talking suits' who visited us, but people who think with us and took on the challenge enthusiastically."

"With reference to future cooperation and Kentico extensions, we are making progress by sitting behind the desktop together and trying to find a way to get on the same page, while at the same time look for solutions in the current implementation."



Marieke van Bommel
Head of Communications
ETZ (Elisabeth-TweeSteden
Ziekenhuis)



Solution

These challenges were overcome by implementing Kentico.

The new design now presents the organization's practical information clearly, and by implementing custom design on standard templates - which is very easy to do with Kentico - content can now be presented more creatively and efficiently. The site has also been made fully responsive and social media has been integrated to help the hospital spread updates

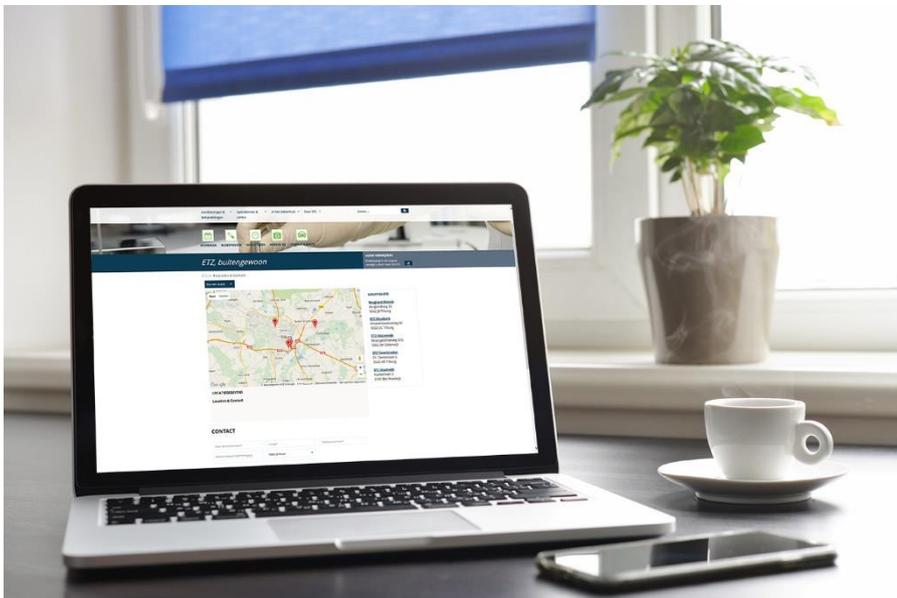
quickly and efficiently. Search has been dramatically improved thanks to TrueLime developers extending metadata for greater quantity and quality of search results in the site's own search engine.

Results

- Website reach and usage by patients has increased.
- Not only does the search engine return better quality and quantity of search results, but it is also able to suggest related content.
- Thanks to the user-friendliness and authorization possibilities in Kentico CMS, the Human Resources department now adds and maintains ETZ vacancies themselves.

Key Criteria for Choosing Kentico

- A future-proof solution:
 - Easy adding of functionalities
- Improved user experience:
 - User-friendliness
 - Need for search engine improvements
- A sincere, non-sales minded implementation partner





TrueLime

TrueLime is expert in developing web applications, websites, customer portals and social intranets.

For TrueLime, it is True to deliver software solutions that make customers and partners happy and to act in an open, fair, and loyal way towards each other, and to customers and partners.

Lime refers to the lime tree; the center of colonies since ancient times - a point at which people came together to find solutions and make important decisions.

Because of their experience with Microsoft technologies, the use of (software) solutions and market knowledge, TrueLime realizes applications with intuitive user interfaces and a flexible, reliable back-end. They do this in the form of projects for which they take responsibility of the scope, time and budget. TrueLime follows Agile methodologies to ensure high quality, reliability, and efficiency of the solutions to be realized.



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