

# Case Study

## Canadian Society for Medical Laboratory Science (CSMLS)

[www.csmls.org](http://www.csmls.org)

inorbital.

### Industry

Health & Science

### Partner

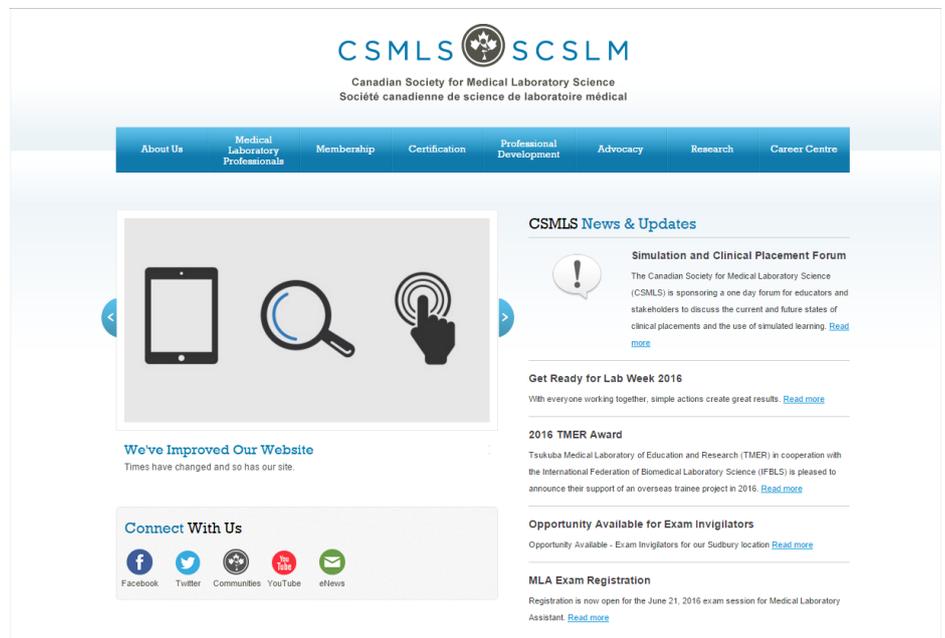
Inorbital  
20 Maud Street, Suite 203  
Toronto  
M5V 2M5, Ontario  
Canada  
[www.inorbital.com](http://www.inorbital.com)

Tony Tullio  
[ttullio@inorbital.com](mailto:ttullio@inorbital.com)  
416-408-0837

## Background

CSMLS's existing 4-year-old Kentico CMS-based corporate website required a design refresh to bring it up to modern-day standards. CSMLS had completed a thorough website assessment over a 3 month period. This assessment identified a need for new website content, as well as a responsive layout to accommodate a variety of devices. The redeveloped website (both English and French versions) would need to allow for future growth and enhanced web functionality and be able to support node websites that are part of the redeveloped website structure. These unique node websites would need to support the association's business and activities.

The CSMLS website required "a design refresh that would update the appearance, structure, and way that it manages and presents information and resources. It also requires the addition of various functionalities and features, including online purchases, transactions, and interfacing with our member database."



## Goals

- Be engaging and interactive while encouraging learning and membership services.
- Upgrade the Kentico CMS from version 6 to version 8.
- Build a streamlined template that makes the site easy to navigate, expand, maintain, and update.

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- Provide an efficient and cost-effective method for delivering current information about the organization and what it has to offer.
- Consider the users and their goals carefully by implementing usability guides, such as sitemaps, breadcrumbs, way-finding visuals, and printer-friendly versions of the website's content to provide users with a positive and "accessible" browsing experience.
- Build the site backward browser compatible while adhering to W3C accessibility standards and multi-platform testing.
- Optimize the site for search engines and directories by implementing searchable content and best practice.
- Use modern technical coding standards fundamental to long-term flexibility and wide platform compliance.
- Manage a full-featured bilingual content membership website with complete and seamless integration with the iMIS CRM.
- Create a user-friendly experience with a mega menu to present the sitemap visually at a glance.
- Promote information, tools, and resources for various stakeholder groups – such as through a scrolling media banner that includes multiple featured items on a given landing page.
- Increase awareness and understanding of Medical Laboratory Professionals with simple and clear messaging.
- Streamline and improve the user experience, making navigation consistent and intuitive, meaning a need to review and re-architect navigation.
- Modernize the look and feel of the website with a clean and clear contemporary style.
- Develop the site as a dashboard with an "at-a-glance" view of what's going on in the profession and the ability for the society to manage its own content.
- Interact with our membership database, both for data input into the database and for displaying information from the database by integrating a single login with iMIS CRM membership.
- Develop tools to automate some of the currently manual processes, such as the job posting form with payment and posting ability.
- Create a password-protected section for members – all members will have access to additional content and communication tools, such as a blog and forums.
- Use a content management solution that allows in-house staff with little-to-no design or technical aptitude to update content easily and modify elements after the initial launch – CMS user training and end-user documentation included.

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- Provide easily downloadable resources, which can be managed through the CMS.
- Enable multi-way communication with members and develop tools to create interactive online communities by implementing member forums, blogs, and social networking links.
- Capitalize on all possible social media opportunities and develop an internal social networking strategy once the site is launched.
- Increase Google Search optimization – full page name, keywords, and metadata can be administered in the CMS as the content is being entered or managed.
- Utilize comprehensive website tracking capabilities – the CMS should include a robust reporting function, and the new website will include Google Analytics tracking.
- Create easy search capabilities within the website – the CMS ought to include a robust and customizable search engine.

## Challenges

The primary challenge of this project was to create a clean, concise, and structurally sound interface to accommodate an enormous amount of content and a complex navigational structure that includes top, secondary, and tertiary level menus. The site also required maximum content management functionality for multiple users to manage the site's many event locations and job posting payments, to add and update content, to edit and create images, to administer events and news, as well as to build a single sign-on with the client's third party iMIS CRM.

CSMLS SCSLM [Login](#) [FR](#) 

### Who are Lab Professionals

Medical laboratory professionals are dedicated health care professionals that provide accurate and timely laboratory test results to physicians to help make critical medical decisions. They are often working behind closed doors, with little interaction with the patients they serve, however their role in patient care is vital to the entire health care system.

There are approximately 1.2 million laboratory tests performed every day in Canada. Each one is done by qualified and skilled medical laboratory professionals. Laboratory tests provide a wealth of knowledge to physicians and are required for the diagnosis and treatment of the thousands of health issues that affect Canadians every day, such as the:

 <b>500</b> Cases of cancer diagnosed every day	 <b>70,000</b> Heart attacks occur in Canada each year
 <b>2,000</b> Units of donated blood are needed everyday	 <b>14,000</b> Traumas occur every day

### The Professions

Medical laboratory professionals work in a variety of specialties. Each profession has specific tools, techniques and roles to play within the laboratory. Learn more about each of the professions below.

 <b>Medical Laboratory Technologist</b>	 <b>Medical Laboratory Assistant</b>
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The client needed a development copy of the upgraded and responsive site as a place to update content separate from the live site, which meant Inorbital would have to create and run a content migration script to pull over any content from the live site created during this transition period.

## Solution

The completely redeveloped website was designed with a unique, contemporary, fresh, creative, and responsive look and feel. The BIG idea behind this website is the large image banner, which features a selection of pre-selected banners that are randomly delivered and administered by the CMS. The solution to implementing a seamless transition from the client's CRM system to the new website was solved by connecting to the CRM with a web service. The new site also incorporates an improved and intelligent navigation and content structure that is helped by the custom-developed mega menu web part. Emphasis and careful consideration were placed up front during the project's initial phases on a well thought out UX and wireframe for each template and module.

All functional requirements had also been met with the use of the Kentico Content Management System and several custom web parts.

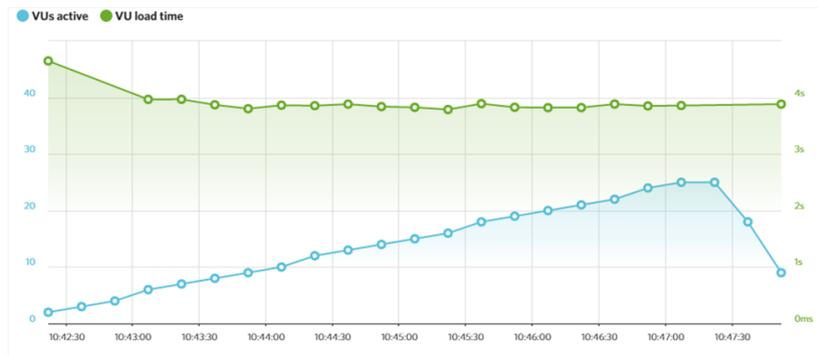
## Results

- The key result was an improved mobile experience, which doesn't require you to leave your phone while accessing the site or logging in as a member. The entire site is now fully optimized for mobile.
- There were noticeable performance improvements from the Kentico 6 to the Kentico 8 site for both the front-end and back-end – load times for 50 concurrent users is between 1-2.5 seconds per page.

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## Key criteria for selecting Kentico CMS

- **Implementation:** The ease of integration and the ability to expand upon it, from a developer's perspective.
- **Flexibility:** Very important element for Inorbital to build and manipulate the template based upon their designer's vision.  
Code: The code review proved to be enough for Inorbital's developers to provide approval in the Kentico CMS as the engine for this project with the ability to easily integrate third party systems.
- **Support:** Kentico's technical support has been a tremendous help with previous projects in the past, influencing Inorbital to continue working with them.  
Cost: While the CMS is rich in features and functionality, it is also very cost-effective, making it an affordable solution for Inorbital's clients.  
Features: The Kentico CMS offers many well thought out membership features that support best practice, including responsive layouts.



New Kentico 8 Site: 50 concurrent users is between 1-2.5 seconds per page

