Case Study

The Australasian College for Emergency Medicine (ACEM)

www.acem.org.au

REVIUM

Industry
Education, Medicine

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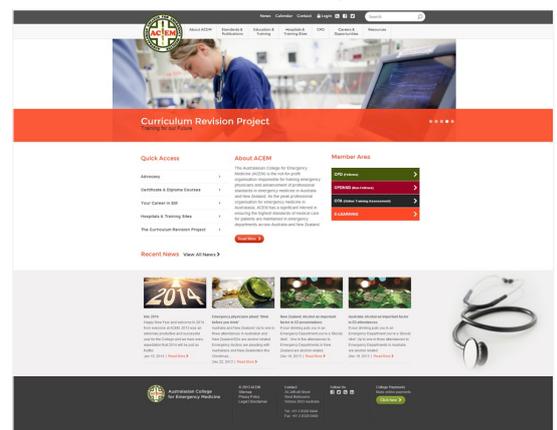
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Background

The Australasian College for Emergency Medicine (ACEM) facilitates a public website at www.acem.org.au. The website targets ACEM's members, related medical professionals and people interested in a career in emergency medicine. The website also operates as an entry point to various applications for membership and training such as Continuing Professional Development (CPD), Online Training Assessment (OTA) and e-Learning.
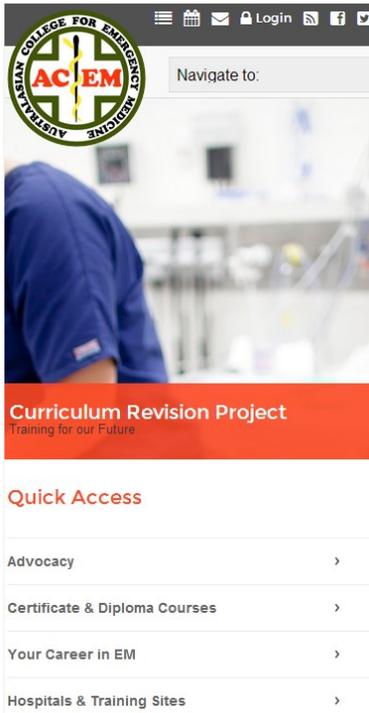
Goals and Challenges

ACEM sought to replace their current website with the aim to improve both the information architecture and the management of the site. Based on a review with Ajilon and Revium, Revium was requested to prepare a proposal and quotation for the implementation of a new website based on Kentico CMS (Content Management System). ACEM needed Revium to:

- Replace the existing website with improved functions to increase the digital presence of ACEM.
- Provide content management facilities that require no technical or coding expertise – allowing nominated ACEM staff members to update the content of the site and upload digital resources.
- Implement a system based on Windows/.NET technology.
- Extend and refine the design concepts provided by ACEMs branding partners
- Convert the design concepts into HTML templates and CSS styling files and provide a site that behaves responsive across multiple devices and various browsers including older browser versions.
- Provide a variety of marketing functionality (including access to college documents).
- Configure publishing workflows.
- Develop the system in a manner that ensures the website is easily found within leading search engines such as Google and Bing.
- Provide integration with the ACEM membership system to provide a single login for all member based systems governed by ACEM.

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Solution

Revium customised a Kentico CMS for best suitability with ACEM. This included the configuration of aspects such as: page templates, information widgets, styling, social media sharing. They reduced the IA from 6 levels to 3, by developing a Mega Menu that aided user experience for the navigation of the site.

Revium also provided ACEM with the knowledge to be able to work with and understand the Kentico CMS platform, so that their staff are able to edit the website without the assistance of a developer.

Results

The completed website solution provided ACEM with:

- Full content management capabilities,
- Responsive design for all devices,
- The ability to handle high levels of traffic.

Key criteria for selecting Kentico CMS

Revium chose Kentico CMS based on significant research on a number of Content Management Systems such as Umbraco, Sitecore, Centric Minds and many others.

Kentico was seen as they best CMS software for ACEM due the fact that Kentico offers a function rich, easy to use CMS system at a competitive price.