Kentico

EXETER HOSPITAL
an exeter health resource

www.exeterhospital.com

Exeter Hospital Redesign

Wakefly

HEALTHCARE

Background

Exeter Health Resources (EHR) had multiple sites managed in Sitecore by MedTouch, a healthcare-specific development and marketing firm. EHR redesigned and redeveloped its main website and several related websites in Kentico. Branding and design direction was provided by EHR to update the usability and feel of the sites, while maintaining existing content and functionality.

Goals

The goal of this project was to migrate the existing content and functionality of the three Exeter Health Resources sites, https://www.corephysicians.org/Home, https://www.exeterhospital.com/Home, and https://www.drmarble.com/Home, from MedTouch to Kentico and redesign them with a new look and feel.

The top three goals for Exeter were:

- Simplify page production for a complex site by leveraging templates, data structures and three sites in a single Kentico installation to share assets
- Facilitate import of physician data as a simple .csv file upload into the proper template
- Support future expansion of the scope of the websites as the hospital grows

Challenges

Provider and Location Data
Exeter Hospital and Core Physicians shared a data source for providers and locations between the two websites. Wakefly had two challenges; the data needed to be easily uploaded to the site and the two sites needed to display the data consistently, even if a change was made after the upload.

Display of Third-Party Data
The existing Core Physician site integrated with two outside services, DocScores and ZocDocs, to allow for physician ratings and reviews, as well as the ability to book appointments online. This functionality needed to be maintained and integrated into the new Kentico site.

Form Fill Notifications
Notifications had to be sent to different people depending on how a visitor answered a question on a form.

Regularly Deleting Form Data
Exeter Hospital has to abide by certain regulations around personal health information (PHI). Even though the forms on the site did not capture PHI

specifically, Wakefly still needed to create a simple and automatic way of deleting this information after it was read.

Solution

On **January 26, 2017**, Exeter Health Resources Group launched their three sites in a single Kentico instance, using a Kentico v9.0.40 Ultimate license.

Provider Location Data
Using Kentico Custom Tables, Wakefly was able to upload a .CSV file of physician data exported from the client's existing platform. By mapping the existing fields to the new Kentico table, more than 200 physicians were uploaded automatically rather than manually. The data was then used on the physician detail page, which the client had full control over, to edit content.

To ensure that edits only needed to be made in one place, but reflected on both sites, Wakefly used Kentico's Linked Document structure.

Display of Third-Party Data
Through the development of custom web parts, Wakefly was able to pull and display global, group, and physician-specific ratings and add them to various pages and templates as needed.

Comments and reviews for physicians were also pulled in through a web part that used the doctor slug to make an API call to DocScores and then the comments were displayed on the relevant physician detail page.

Form Fill Notifications
Since the Kentico Email Notification function accepts macros, it was easy to put the logic in place to change the recipient email based on the answer to a specific question. This is the macro used:

{% if (TypeOfContact == "site feedback") {"email1@user.com"} else {"email2@user.com"} #%}

Regularly Deleting Form Data
Deleting recorded data regularly was very important to this client. However, there is a manual process that needs to happen internally before a form submission can be deleted. To automate the deletion (and avoid unintentional deletion of data), a check was put in place to mark a submission as complete, then a scheduled task would run to delete all forms that are marked as complete.

The checkbox is on a styled "Admin Review" page that is used by employees at Exeter. Once this is checked, the data remains for 30 days, then deleted by a scheduled task.

To make the approval process easier for admins, the recorded data table can be sorted by whether a submission has been marked as complete.

Results

Exeter has three sites that can easily share content, are scalable, and are simple to manage. They achieved their goals by migrating to Kentico and are very happy with the results.

Key Criteria for Choosing Kentico

Exeter Hospital went to Wakefly through one of their design partners, looking for an agency with experienced Kentico developers to migrate three of their websites from their existing CMS (MedTouch) to Kentico. They were looking to move to Kentico so they could retain their existing functionality, but take advantage of shared content within a multisite installation, as well as have more flexible hosting options.

Wakefly

Wakefly is a New England based digital marketing agency committed to creating the best possible digital presence for its clients for more than 15 years. Our team of skilled engineers and visionary marketers are experts in their fields, employing current trends to create cutting-edge websites.
We spend the time needed to completely understand our clients' goals and objectives before we begin work, allowing us to function as an extension of their team. Born in software development, Wakefly is a full-service digital experience management firm that specializes in holistic, data-driven online marketing, and custom web development.

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