

Case Study

UMC Utrecht

www.umcutrecht.nl



Industry
Health

Partner
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Background

The University Medical Center Utrecht is one of the largest public healthcare institutions in the Netherlands and consists of a hospital for adults, a children's hospital and the Faculty of Medicine of the University of Utrecht. More than 11,000 employees are working on care that requires special knowledge and expertise, leading to scientific research, education and training of students, physicians, researchers and other health care professionals.

Goals

The new website of UMC Utrecht should meet the new brand positioning and corporate identity as well as form a solid base for future development, to include new features, new styles and new content. In addition, the new site was needed to ensure more stability and security than the old one and to reduce the number of subsites and pages.

Challenges

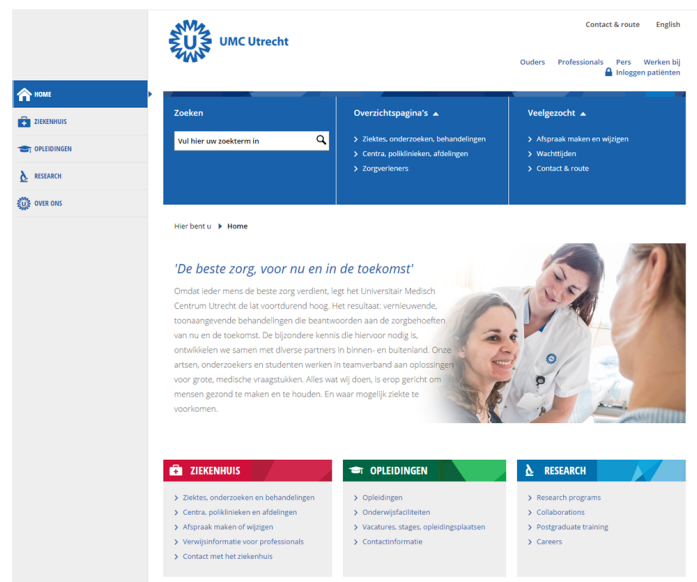
The website should have a responsive design, suitable for desktops, tablets and smartphones. Visitors with disabilities should also be able to use the website, therefore it should meet the WCAG 2.0 AA requirements. There is a large amount of content that should be entered by 50 editors and all content should have a consistent look and feel while also being reusable throughout the whole site. It is also necessary that it is a high availability website.

Solution

Visitors should be able to quickly find the information they need, therefore the search box is one of the main features of the website.

The website has a responsive design which makes it suitable for desktop, tablet and mobile use. Especially the main menu, which has been designed to collapse in tablet and mobile views.

The website should have a high availability, therefore a web farm environment has been created which is hosted in the datacenter of UMC Utrecht.



Case Study

“We have taken a giant step forward. Regarding the content and structure, we explicitly looked at the needs of our customers. Videos and photos make the site much more visual, and each department has information about the medical specialists involved, waiting times and client satisfaction all in one place. Information from the new website can easily be shared using social media.”

Ralph Disseldorp,
Director of marketing and communications,
UMC Utrecht

Content is added with a consistent look and feel by using custom row widgets and content widgets.

The website was built in 4 months, while entering all content took about 6 months.

Results

TrueLime and Internetbureau theFactor.e translated the new corporate identity to a new website using Kentico. As a result, the site no longer exists with several subsites but all content is now entered in just two main websites: UMC Utrecht and the Wilhelmina Kinder Ziekenhuis (WKZ).

The website is ready for the future and forms a solid base for future extensions.

Old content has been removed and new topics have been added.

Content can now be easily shared using the social sharing buttons.

Key criteria for choosing Kentico

- Kentico CMS features – User friendly interface for content editors and administrators, scalability, large variety of reusable templates, web parts and widgets, modules and built-in functions.
- Customizable User Interface – Content editors and administrators are able to do their daily work without being dependent on TrueLime.
- Fast and easy website development – A perfect mix of configuration and development to meet the client’s needs.
- A multi-site with content in one location (content sharing) was very important as well as further deployment of widgets to give the editors ultimate freedom. The customer was very pleased with the architecture (web farms and staging).