

## Web Strategy and Content Management Solutions for Healthcare Providers

### Bridging the gap between provider and patient

Healthcare providers today—hospitals, clinics, outpatient networks and other facilities—are experiencing unprecedented challenges to increase demand for their specialty services while distinguishing their quality of care in the face of tightening budgets, regulations and impending national healthcare reform. As more online information is available to potential patients, it's no surprise that competition among facilities across all specialties has greatly intensified.

Likewise, patients are finding it more difficult to wade through the information as they research and select a healthcare facility that's right for them. Numerous specialties, pharmaceuticals and medical procedures and general healthcare vernacular make identifying the right healthcare provider challenging and intimidating during a time that may be very stressful.

Online communications can bridge the gap between provider and patient. Web content management solutions are playing an increasingly significant role in helping healthcare providers attract new patients, by facilitating the development of relevant and timely content that differentiates providers' products and services, while allowing prospective patients to make informed decisions. Portals, web sites and self-service applications are dramatically changing the way hospitals transition to this new environment.

## Content Relevance and Accessibility for Improved Communications

Prospective patients visiting hospital web sites need to find information relevant to their specific situation quickly and easily. This is especially challenging because patients often do not know the specific information they are looking for. Failure to find the information they want will likely cause them to seek care elsewhere. Information Architecture and technology solutions that enable patients to find relevant information about the services, specialties and quality of healthcare provided by a facility are critical business requirements. Additionally, it is increasingly important that healthcare sites allow patients to schedule appointments through easy-to-use self-service applications.

To meet this challenge, physicians, nurses, technicians and other medical professionals must be involved in the creation, updating and publishing of staffing information and bios to ensure they are up to date. It is imperative that a content management solution supports distributed authorship privileges to these individuals while at the same time providing publishing controls to ensure content compliance.

### NorthPoint can help you achieve these goals

NorthPoint's understanding of the healthcare industry coupled with our in-depth understanding of content and extensive experience building consumer-centric web platforms, uniquely qualify us to help healthcare providers achieve their online objectives. Creating the proper Information Architecture is the first step to achieving these goals. Information Architecture will drive site usability, navigation and search results, ensuring that information



NorthPoint helps bridge the gap between healthcare facilities and patients by enabling patients to find relevant content quickly, while giving marketing professionals powerful tools for content management to assure greater site traffic and patient conversions.

and related content are easily found. Information Architecture also provides the basic site structure that along with keywords and tagging strategies supports Search Engine Optimization (SEO) to improve the ranking and visibility of content through popular search engines.

## NorthPoint consultants—industry, product, design and usability experts

NorthPoint's consultants combine knowledge of the healthcare industry with an in-depth understanding of all the leading products and open-source solutions in web content management. This enables us to design solutions that enhance your brand, while addressing all the information requirements of your different audiences—patients, physicians, nurses, students, administrators and others.

Our holistic approach is unique in the industry. Because we are technology agnostic, we work with your existing technologies (or recommend new ones) that sustain your current investment while putting in place new functionality that supports top line revenue objectives. Our content management solutions are flexible, scalable and provide a strategic foundation for years to come. We are platform experts that understand design and strategy.

Content Services	<ul style="list-style-type: none"> <li>Planning and strategy that includes information architecture (IA) and taxonomy—significantly improve search, relevancy and personalization</li> </ul>
Design and Graphics Services	<ul style="list-style-type: none"> <li>Wire framing based on IA and usability and web graphics design</li> </ul>
Platform Implementation Services	<ul style="list-style-type: none"> <li>Manage channels and portals and deliver web applications to multiple audiences efficiently and cost effectively</li> </ul>
Product Integration Services	<ul style="list-style-type: none"> <li>Focus on leading platforms including web CMS, social media and third-party search engines</li> </ul>
Content Migration Services	<ul style="list-style-type: none"> <li>Automate content migration to ensure no loss of critical information</li> </ul>
Search Engine Optimization	<ul style="list-style-type: none"> <li>Optimal placement of keywords in page content and meta tags to ensure high placement on popular search engines</li> </ul>
Knowledge Transfer Services	<ul style="list-style-type: none"> <li>Support and training for in-house marketing and IT professionals responsible for your public websites, intranets or extranets</li> </ul>

The quality of online communications, and all the factors that affect your site's interaction with patients, content search and discovery, usability, depth of information, physician bios and related links, often play a critical role in facility selection.



---

**We would be pleased to meet with you to find out more about your web processes and business requirements.**

**Please visit our website at [www.northps.com](http://www.northps.com), or contact our office at 212.819.1700 to schedule an appointment.**

## About NorthPoint

NorthPoint is a premier business solutions provider with two consulting practices: Web Strategy and Content Management Solutions for Media and Publishing, Healthcare, Not for Profit and other verticals and a financial services practice focused on the Alternative Investments industry.

NorthPoint's Web Strategy and Content Management solutions help tech-savvy business leaders develop more effective digital communications over multiple channels to help maximize top-line revenues in advertising, subscription and commerce. NorthPoint's Web Strategy and Content Management solutions are future driven—they are flexible, scalable and can be easily modified to capture new revenue opportunities in rapidly changing environments.