

# CASE STUDY

Renown Health Cuts Costs and Complexity by Migrating from Sitecore to Headless Sanity with SilverTech

## SANITY



**Renown**<sup>®</sup>  
HEALTH



**SILVERTECH**

## A DIGITAL EVOLUTION BEGINS

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Renown Health, a leading healthcare provider, faced critical challenges with their outdated website—slow loading times, difficult content management, and high maintenance costs were hampering both patient experience and internal operations. They partnered with SilverTech to transform their digital presence through a strategic migration from Sitecore to Sanity.

SilverTech brought their expertise in Sitecore migrations and headless CMS implementations to execute a seamless transition. The result was a dramatic improvement in performance and stability, optimized page speed, reduced costs, and enhanced functionality—creating a superior experience for both users and administrators.

## THE CHALLENGE: A WEBSITE HOLDING RENOWN BACK

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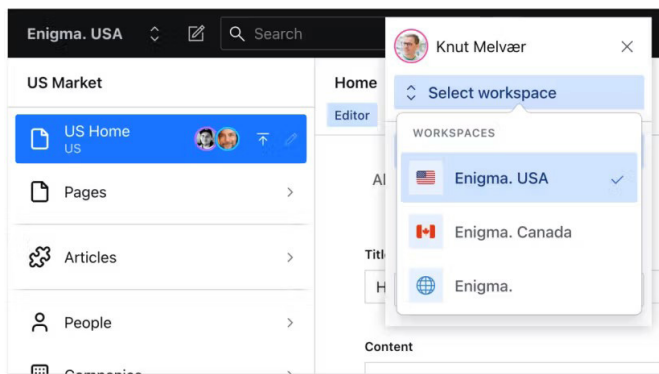
Renown Health's existing website had become an obstacle rather than an asset:

- The outdated Sitecore platform required costly maintenance
- Poor page load times with performance scores languishing between 30-40
- Time-consuming content management processes delayed critical healthcare communications
- Rigid front-end experience limited options for future growth
- Inadequate integrations hampered delivery of custom user experiences
- The daunting scale: migrating over 1,500 pages, 1,000 articles, and 100+ location pages without sacrificing SEO rankings or content integrity

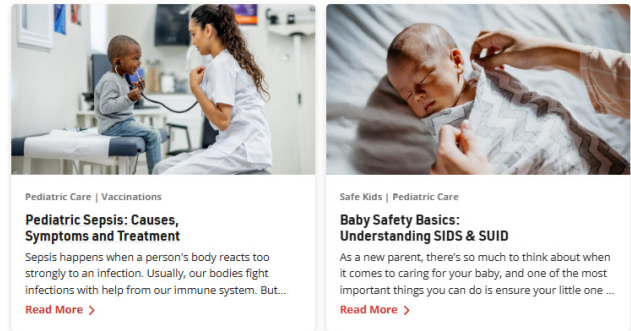
Renown needed a comprehensive solution that would modernize their website efficiently while ensuring continuity of service.

## THE CHALLENGES

SilverTech developed a meticulous migration plan using their strategic approach, focusing on efficiency and precision to transition Renown Health from Sitecore to Sanity.



### Children's Health

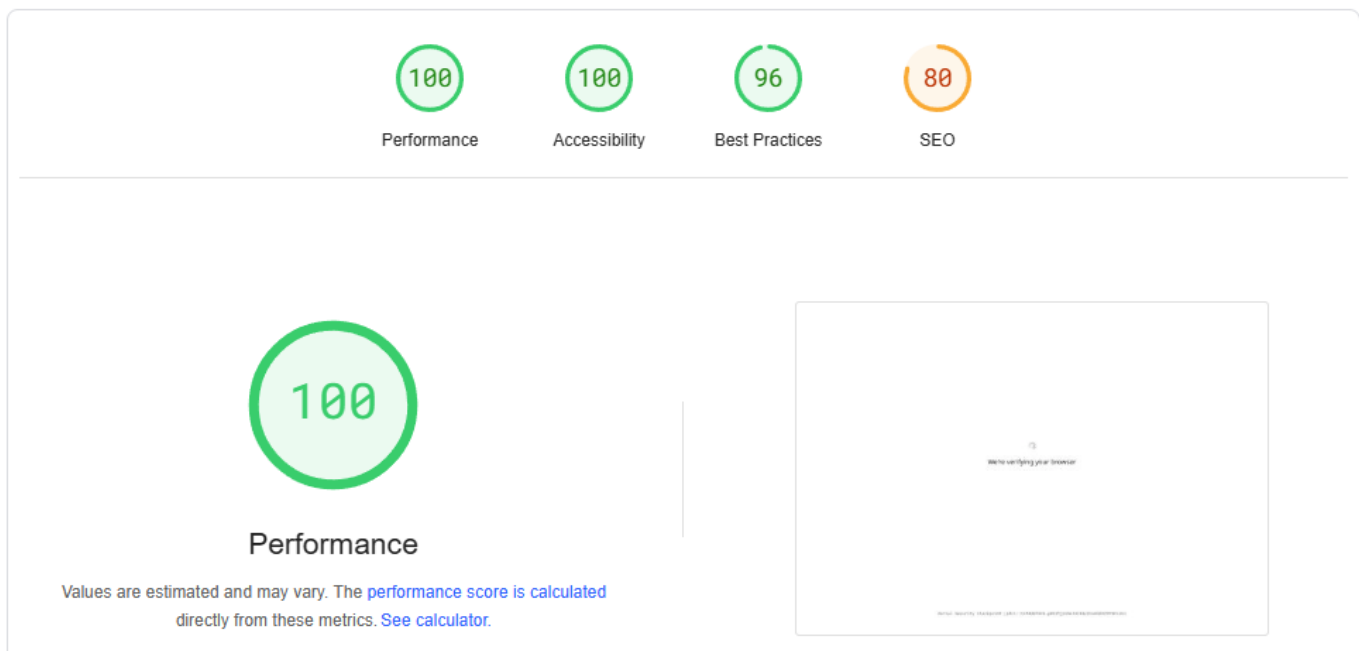


## 1. Sitecore to Sanity Migration: A Bold Step Forward

- Leveraged a proven migration framework to programmatically transfer 393 pages, saving approximately 750 hours (about one month) of manual content deployment
- Successfully migrated 1,000 articles and 100+ location pages while preserving data integrity
- Implemented careful content mapping and modeling to ensure smooth transition and improved organization

## 2. A Modern Headless CMS: The Power of Sanity

- Harnessed Sanity's headless architecture to provide the flexibility Renown had been lacking
- Streamlined content management processes, making updates faster and more intuitive
- Delivered a fresh, modern interface that clearly signaled a step into the future



### 3. Content Modeling & Mapping: Making Sense of the Data

- Facilitated close collaboration between SilverTech, Renown Health's team, and Sanity to design an effective content structure
- Utilized early content modeling to identify content types, which were then systematically mapped and migrated
- Reorganized content to enhance usability and searchability, improving the overall user experience

### 4. Performance & Stability: From Lagging to Lightning-Fast

- Achieved remarkable improvement in page speed performance, jumping from 30-40 to a perfect 100
- Doubled front-end load efficiency, ensuring patients could access critical information instantly
- Enhanced stability and uptime, eliminating frustrating delays and downtime

### 5. Saving Time and Money: A Smarter Approach

- Eliminated the high costs associated with Sitecore licensing fees
- Reduced labor-intensive efforts through programmatic migration
- Enabled faster deployment cycles and content updates, allowing focus to return to serving patients


## Find a Location

**Area of Expertise** ▾  
**Location Type** ▲

☐ Administrative (4)  
☐ Behavioral Health (4)  
☐ Cancer Care (13)  
☐ Childrens Locations (9)  
☐ Clinic (1)  
☐ Community Resources (2)  
☐ Emergency Care (3)  
☐ Health Center (3)  
☐ Hospital (7)  
☐ Institute (1)  
☐ Institutes

Sort By  
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< 1 2 3 4 5 6 7 > Page 1 of 12



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## 6. Custom Integrations: Enhancing the Experience

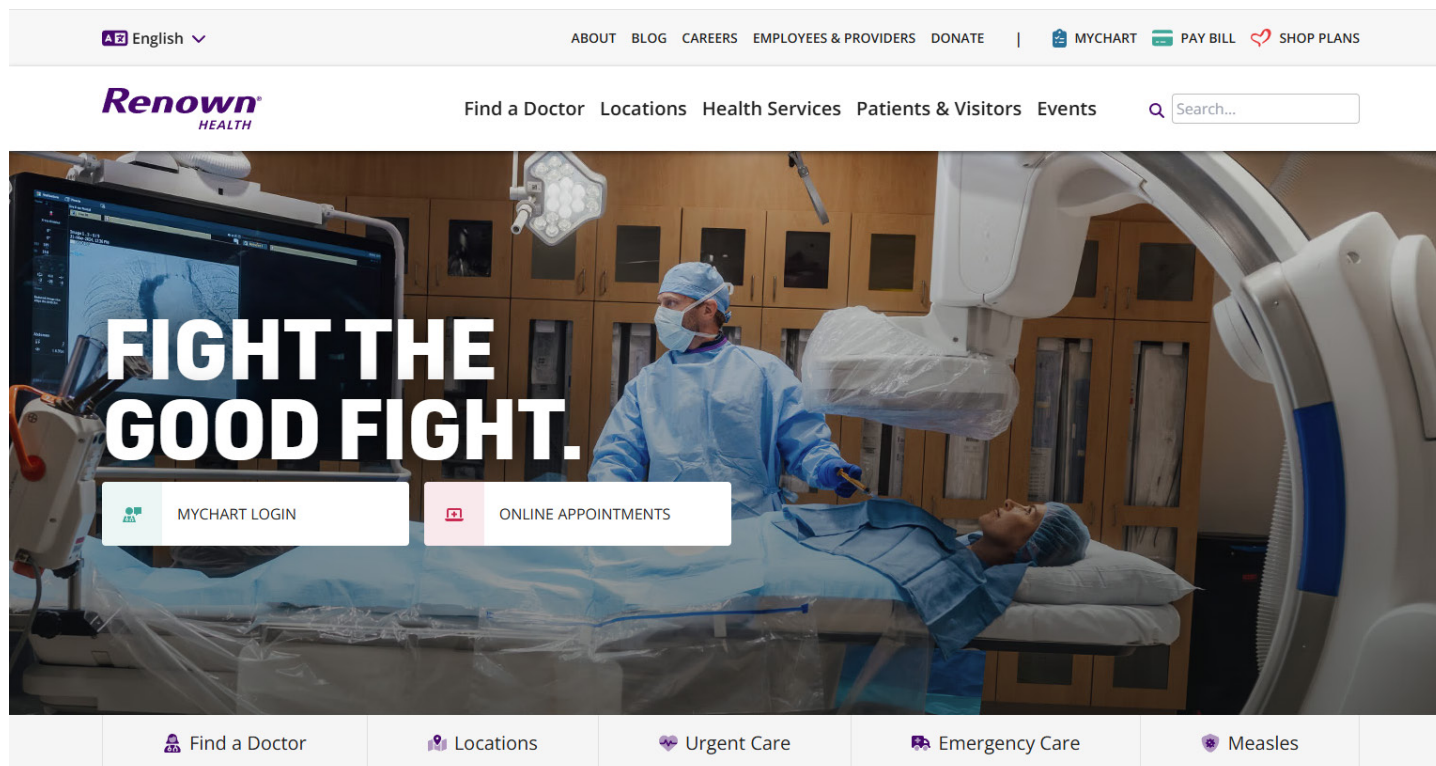
- Connected core healthcare provider platform that fueled doctor-related information like areas of care, specialties, languages, locations, and booking appointments
- Built a module that displayed live emergency room wait time estimates
- Integrated Google Maps API to improve location-based services
- Implemented advanced search functionality (Squiz) for easier information discovery
- Established continuous importing of documents, events, and job postings to keep content fresh
- Developed a custom rich-text editor giving content creators precise control
- Added link reference notifications to prevent accidental deletions affecting multiple pages

## 7. SEO & Visibility: No Content Left Behind

- Carefully preserved and even improved SEO rankings post-migration
- Optimized structured data to ensure efficient indexing by search engines
- Significantly enhanced the mobile experience, increasing accessibility for all users



## THE RESULTS: A DIGITAL PRESENCE THAT WORKS



- Page Speed: Transformed from a sluggish 30-40 to a perfect 100
- Front-End Performance: Doubled load time efficiency
- Cost Savings: Eliminated Sitecore licensing fees, reducing overhead
- Content Management: Enabled faster, more flexible updates for content editors
- SEO: Maintained rankings while improving structure and discoverability
- Time Savings: Automated processes saved 750 hours of content deployment work

## A NEW CHAPTER FOR RENOWN HEALTH

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By leveraging SilverTech's expertise in Sitecore migrations and headless CMS implementations, Renown Health now boasts a faster, more efficient, and cost-effective digital presence that reflects their commitment to excellence.

The transition to Sanity has not only improved performance and security but also positioned Renown Health for long-term digital success. Content editors particularly appreciate Sanity's direct, user-friendly interface, while the organization benefits from increased flexibility, speed, security, and a future-proof foundation for growth.

This successful collaboration between Renown Health, SilverTech, and Sanity ensured not just a well-structured website migration but also established a platform for continued innovation in healthcare digital services.



# SILVERTECH

SilverTech is a digital experience agency redefining how businesses engage with their customers. Founded in 1996, SilverTech delivers digital strategies and solutions that connect user experiences with innovative tech to maximize results. With services such as digital consultation and strategy, website design and development, content management implementation, custom application development and full-service digital marketing, SilverTech provides an unexpectedly enjoyable experience to solving even the most complex business problems.

SilverTech has worked with national and global brands such as Segway, Actors' Equity Association, Nova Scotia Power, Fulton Bank, Palmer Gas & Oil, State of New Hampshire Travel and Tourism, Allison Transmission and American Dental Association.

## CONTACT US FOR HELP GETTING STARTED

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