CASE STUDY

AORN (Association of periOperative Registered Nurses) trusted SilverTech's experts to transform the digital member experience across seven of it's websites.

silvertech

Change the game.

ABOUT AORN

AORN is the Association of periOperative Registered Nurses, a community that started in 1949 in order to share best practices for operating room nurses. AORN is celebrating 75 years of being the largest family of organizations dedicated to supporting nurses and surgical teams with over 44,000 members nationwide. AORN shares information with its members through their digital assets, including the website. AORN came to the experts at SilverTech wanting a new digital member experience across all the AORN websites.

OUR PROCESS

SilverTech's strategy team reviewed the most current data from AORN and provided recommendations for enhancing components of all the websites for optimized data accuracy and clean data collection going forward. With this project, SilverTech met the challenge of moving seven websites from Sitecore to Sitefinity. Progress Sitefinity was the newly chosen platform for its ease of use, rich functionality and fully customizable features. This project required a design of seven unique styles and brands, creating widgets and content types that would accommodate their content needs for each of the seven entities. This includes the Outpatient Surgery magazine which had more than 12,000 articles. Other challenges with this project included the incorporation of ad space throughout the sites, SSO and member login functionality, custom search, scripted content migration and more.

SERVICES

- ✅ Digital Strategy
- ✅ Website Data Tracking & Analytics
- ✅ Website Design & Development
- ✅ Progress Sitefinity Implementation

GOALS FOR THE NEW SITE

- ✅ Moving from Sitecore to Sitefinity, a more user friendly and intuitive CMS to manage membership content and articles for thousands of users nationwide.
- ✅ AORN staff's ability to manage content in the CMS seamlessly without needing to engage a vendor or third party.

✅ Improved search functionality. Ability to search both within specific sites/divisions and across multisite content where applicable.

✅ Implementation of a personalized experience for members and non-members, growing memberships and conference attendance.

✅ AORN team's technical autonomy to do some of the development and host the sites independently.

RESULTS

In the 6 months after the website launch, the main aorn.org website single handedly generated:

📈 **32% increase** in sessions

📈 **13% increase** in page views

📈 **28% increase** in user engagement

📈 **82% increase** in organic search traffic

📈 **Revised and added 75+ tags** to track user engagement

NEXT STEPS

Since they started working with us in 2019, AORN has leaned on SilverTech as its key strategic partner for all things related to their website and digital presence. This includes initiatives post launch focused on evaluating the websites' data to ensure its optimized to deliver the most accurate and meaningful insights as possible. SilverTech has also been working with various teams and stakeholders at AORN to build report dashboards to present this data in a more digestible format in order to make strategic marketing and organizational decisions.

THE CREATIVE