

# CASE STUDY

Digital Customer Interaction  
Strategy, Website Strategy,  
Design and Development for  
**Emerson Hospital.**



 Emerson Hospital



**SILVERTECH**

# 1 **EMERSON CARES ABOUT CONNECTING WITH PATIENTS IN SICKNESS AND IN HEALTH**

Emerson Hospital, a regional medical center headquartered in Concord, Massachusetts, partnered with us to help them solve the interesting challenge of serving their patients both when they are sick and when they are well. If you think about it, most hospitals target content and information to the sick, but then wonder why patients don't think of them for health, wellness and fitness services. It was especially important to Emerson to stay top of mind with patients because there was a lot of competitive pressure from nearby Boston hospitals.

With multiple facilities and several websites geared both to serving the sick and those looking to stay healthy, Emerson Hospital needed to find a way to cross-promote hospital and wellness services in a way that would not be intimidating, would comply with HIPPA and strengthen the Emerson brand.

With our knowledge of the healthcare industry, Emerson had us start out by putting together a Digital Customer Interaction Strategy (DCIS) that mapped out the needs, behaviors and motivations of patients. We needed to understand audience behavior and patterns. Using this information, we mapped out customer journeys for all key patient segments so that we could identify gaps and capitalize on areas of opportunity.

From there, we redesigned and developed the entire patient continuum experience in one personalized website,

including a new content management system, tailored content, patient tools, and integration of marketing automation and the patient portal.

Emerson Hospital is now synonymous with patient care and healthy living. SilverTech continues to work with Emerson to keep them constantly at the forefront of their patient's minds, and to promote health-system service through digital marketing services that include search engine optimization, paid media advertising and web content updates.



## 2 **SERVICES**

- › **Digital Customer Interaction Strategy**
- › **User Experience Strategy**
- › **Social Media Marketing**
- › **Content Management System Implementation**
- › **Digital Marketing Services**
- › **Search Engine Optimization**
- › **Paid Media**

# 3 RESULTS

Emerson Hospital now has a clearer vision and understanding that enhances the patient experience. This focus and redesign strategy had allowed them to be positioned above the competition, making them a priority when it comes to wellness and medical care.

72%

Increase in website users on the Emerson Hospital site.

17%

Increase in page views on the Emerson Hospital site.

59%

Increase in sessions (sessions are visitors that have viewed more than one page) on the Emerson Hospital site.

97%

Increase in website users on the Emerson Wellness Center site.

109%

Increase in page views on the Emerson Wellness Center site.

126%

Increase in sessions on the Emerson Wellness Center site.

20%

Increase in website visitors on the Emerson Urgent Care site.

28%

Increase in page views on the Emerson Urgent Care site.

18%

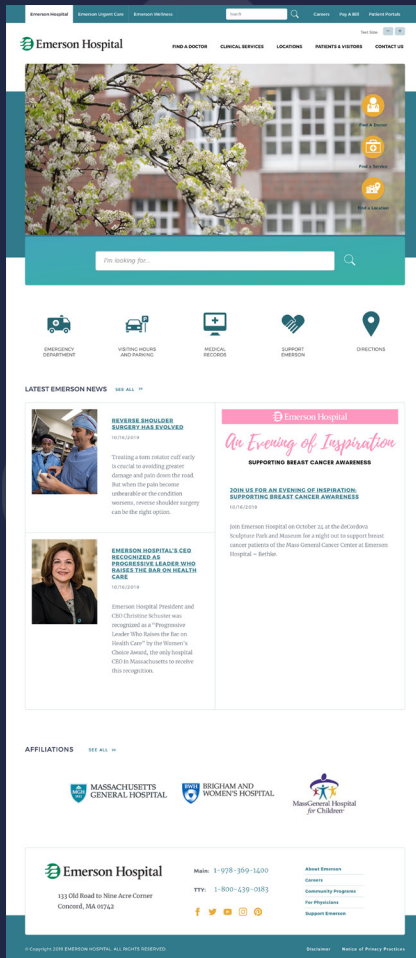
Increase in sessions on the Emerson Urgent Care site.



4

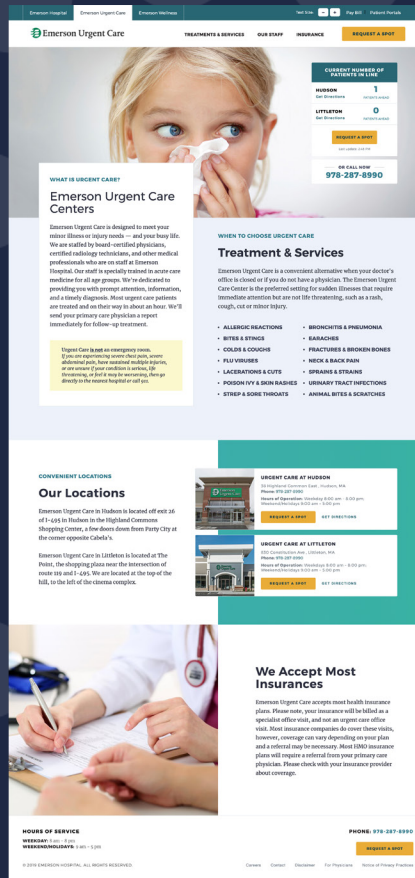
# FROM BACK STORY TO SUCCESS STORY, SILVERTECH CHANGES THE GAME.

## Emerson Hospital



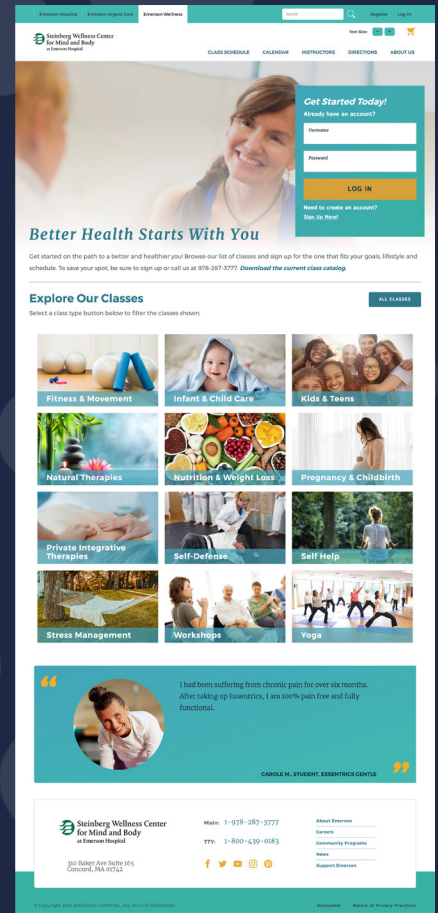
The Emerson Hospital website features a teal header with navigation links: Home, About Us, Services, Locations, Patients & Visitors, and Contact Us. A large hero image shows a building with greenery. Below the header, there's a section for 'I'm looking for...' with icons for Emergency Department, Virtual Visits and Referrals, Medical Records, Support Emerson, and Directions. The 'LATEST EMERSON NEWS' section includes articles like 'REVERSE SHOULDER SURGERY HAS EVOLVED' and 'EMERSON HOSPITAL'S CEO RECOGNIZED AS PROGRESSIVE LEADER WHO PASES THE BAR ON HEALTH CARE'. The 'AFFILIATIONS' section lists Mass General Hospital, Brigham and Women's Hospital, and Mass General Hospital for Children. The footer contains contact information for Emerson Hospital, including phone and fax numbers, and social media links.

## Emerson Urgent Care



The Emerson Urgent Care website has a teal header with navigation links: Home, Services, Locations, Patients & Visitors, and Contact Us. A large hero image shows a child with a bandage on their nose. Below the header, there's a section for 'WHAT IS URGENT CARE?' and 'WHEN TO CHOOSE URGENT CARE'. The 'Treatment & Services' section lists various medical services like Allergic Reactions, Bites & Stings, Cold & Cough, Fractures & Sprains, Flu/Viruses, Lacerations & Cuts, Poisoning & Skin Issues, Strep & Sore Throats, Bronchitis & Pneumonia, Rashes, Fractures & Sprains, Neck & Back Pain, Sprains & Strains, and Unhappy Tracts/Scratches. The 'CONVENIENT LOCATIONS' section lists three locations: Hudson, Lowell, and Lowell. The 'We Accept Most Insurance' section provides information about insurance coverage. The footer includes contact information for Emerson Urgent Care, including phone and fax numbers, and social media links.

## Emerson Wellness Center



The Emerson Wellness Center website features a teal header with navigation links: Home, Class Schedule, Calendar, Instructors, Directions, and About Us. A large hero image shows a woman smiling. Below the header, there's a section for 'Get Started Today!' with a sign-up form. The 'Explore Our Classes' section lists various classes like Fitness & Movement, Infant & Child Care, Kids & Teens, Natural Therapies, Nutrition & Weight Loss, Pregnancy & Childbirth, Private Integrative Therapies, Self-Defense, Self-Help, Stress Management, Workshops, and Yoga. The 'Testimonial' section features a quote from a student. The footer includes contact information for the Steinberg Wellness Center, including phone and fax numbers, and social media links.



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