

CASE STUDY

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



 Emerson Hospital

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.

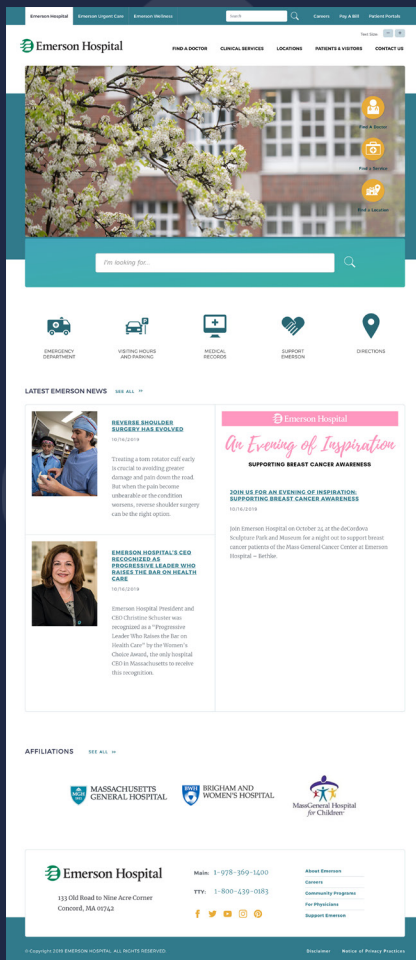
18%

Increase in sessions on the Emerson Urgent Care site.

4

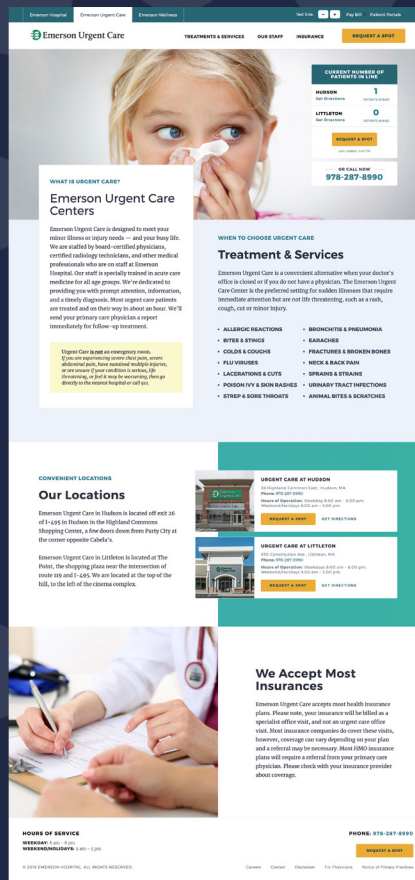
FROM BACK STORY TO SUCCESS STORY, SILVERTECH CHANGES THE GAME.

Emerson Hospital



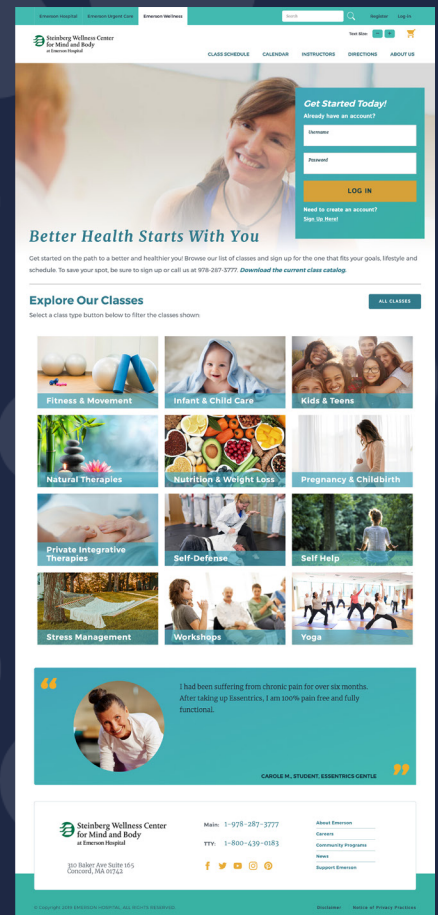
The Emerson Hospital website features a clean, modern design with a teal header. The main navigation bar includes links for Home, About Us, Services, Locations, Patients & Visitors, and Contact Us. A large hero image shows a building with greenery. Below the hero image, there are icons for Emergency Department, Virtual Visits and Referrals, Medical Records, Support Emerson, and Directions. The 'Latest Emerson News' section highlights a 'Reversal Shoulder Surgery' and a 'Progressive Leader Who Raises the Bar on Health Care'. The footer includes affiliations with Massachusetts General Hospital, Brigham and Women's Hospital, and MassGeneral Hospital for Children, along with contact information for Emerson Hospital.

Emerson Urgent Care



The Emerson Urgent Care website has a teal header with navigation links for Treatments & Services, Our Staff, Insurance, and Request a Visit. A large hero image shows a child with a bandage on their nose. The 'What is Urgent Care?' section explains the service's purpose. The 'When to Choose Urgent Care' section lists various conditions treated, including allergic reactions, bites & stings, colds & coughs, flu/viruses, lacerations & cuts, poison ivy & skin issues, strep & sore throats, bronchitis & pneumonia, scratches, fractures & broken bones, neck & back pain, sprains & strains, and urinary tract infections. The 'Convenient Locations' section lists three locations: Hudson, North Andover, and Littleton. The 'We Accept Most Insurance' section lists various insurance providers. The footer includes contact information for Emerson Urgent Care.

Emerson Wellness Center



The Emerson Wellness Center website features a teal header with navigation links for Class Schedule, Calendar, Instructors, Directions, and About Us. A large hero image shows a smiling woman. The 'Get Started Today!' section includes a sign-up form. The 'Explore Our Classes' section lists various classes such as 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. A testimonial from Carole H. is featured. The footer includes contact information for the Steinberg Wellness Center.

