

CASE STUDY

Enhancing member
engagement for the National
Rural Health Association
with Xperience by Kentico
DXP



Site of the Month.
September 2024



NRHA



SILVERTECH

ABOUT NRHA

The National Rural Health Association (NRHA) is a nonprofit, nonpartisan membership organization serving over 21,000 members across eight distinct constituency groups, including rural hospitals and clinics. NRHA recognized the need to modernize its digital presence to better serve its members and partners. To achieve this, NRHA partnered with SilverTech, a Kentico Gold Partner renowned for its expertise in digital experience solutions. The collaboration aimed to develop a user-friendly, accessible, and efficient website that would streamline content and improve member engagement.

CHALLENGES

- **Outdated Digital Infrastructure:** NRHA's existing website lacked the flexibility and functionality required to meet the evolving needs of its diverse membership base.
- **Complex Navigation:** Members and partners found it challenging to locate relevant information, leading to decreased user satisfaction and engagement.
- **Inefficient Content Management:** The organization faced difficulties in updating and managing content, hindering timely communication with stakeholders.

SOLUTION

SilverTech implemented the Xperience by Kentico platform to address NRHA's challenges. The solution focused on creating an intuitive, modern website that would enhance user experience and streamline content management.

KEY FEATURES

- **Intuitive Navigation:** The new website design prioritized ease of use, allowing members and partners to effortlessly find the information they need.
- **Enhanced Content Management:** Kentico's user-friendly interface empowered NRHA staff to efficiently update and manage website content without requiring extensive technical knowledge.
- **Responsive Design:** The website was optimized for various devices, ensuring accessibility and a consistent user experience across platforms.
- **Personalization Capabilities:** Advanced personalization features enabled NRHA to tailor content to different audience segments, increasing relevance and engagement.

RESULTS

The redesigned NRHA website launched successfully, delivering significant improvements in user experience and operational efficiency.



231% increase in sessions



50% increase in users



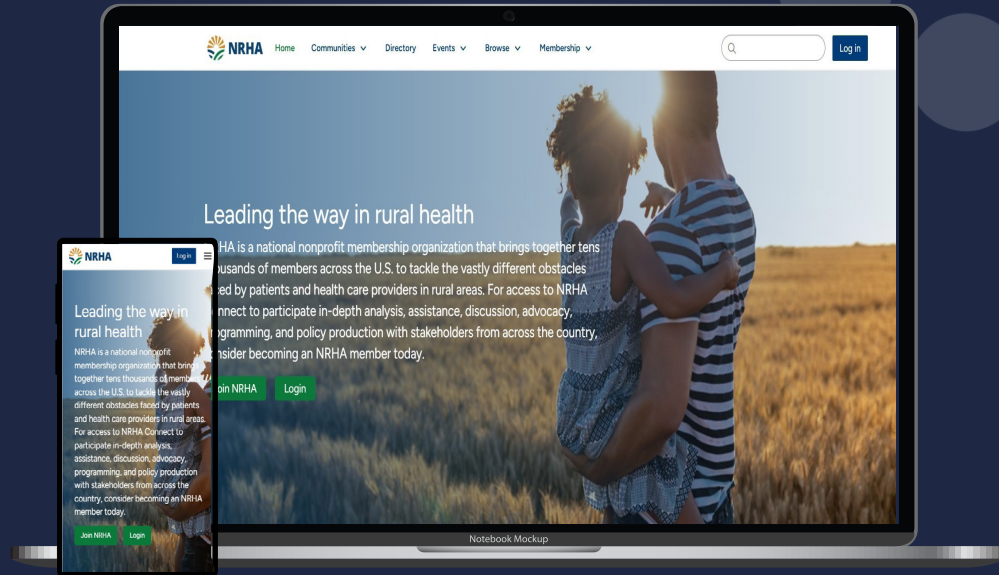
63% increase in organic searches

- ✓ **Recognition:** The website was honored as Kentico’s “Site of the Month” highlighting its excellence in design and functionality. (September 2024 Site of the Month | Kentico)
- ✓ **Improved User Engagement:** The intuitive navigation and personalized content led to increased member satisfaction and engagement.
- ✓ **Operational Efficiency:** NRHA staff experienced streamlined content management processes, allowing for more timely and effective communication with members.

CONCLUSION

Through strategic collaboration with SilverTech and the implementation of Kentico’s DXP, the National Rural Health Association successfully transformed its digital presence. The new website not only enhanced user experience but also improved internal operations, positioning NRHA to better serve its members and advance its mission in rural healthcare advocacy.

THE CREATIVE



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