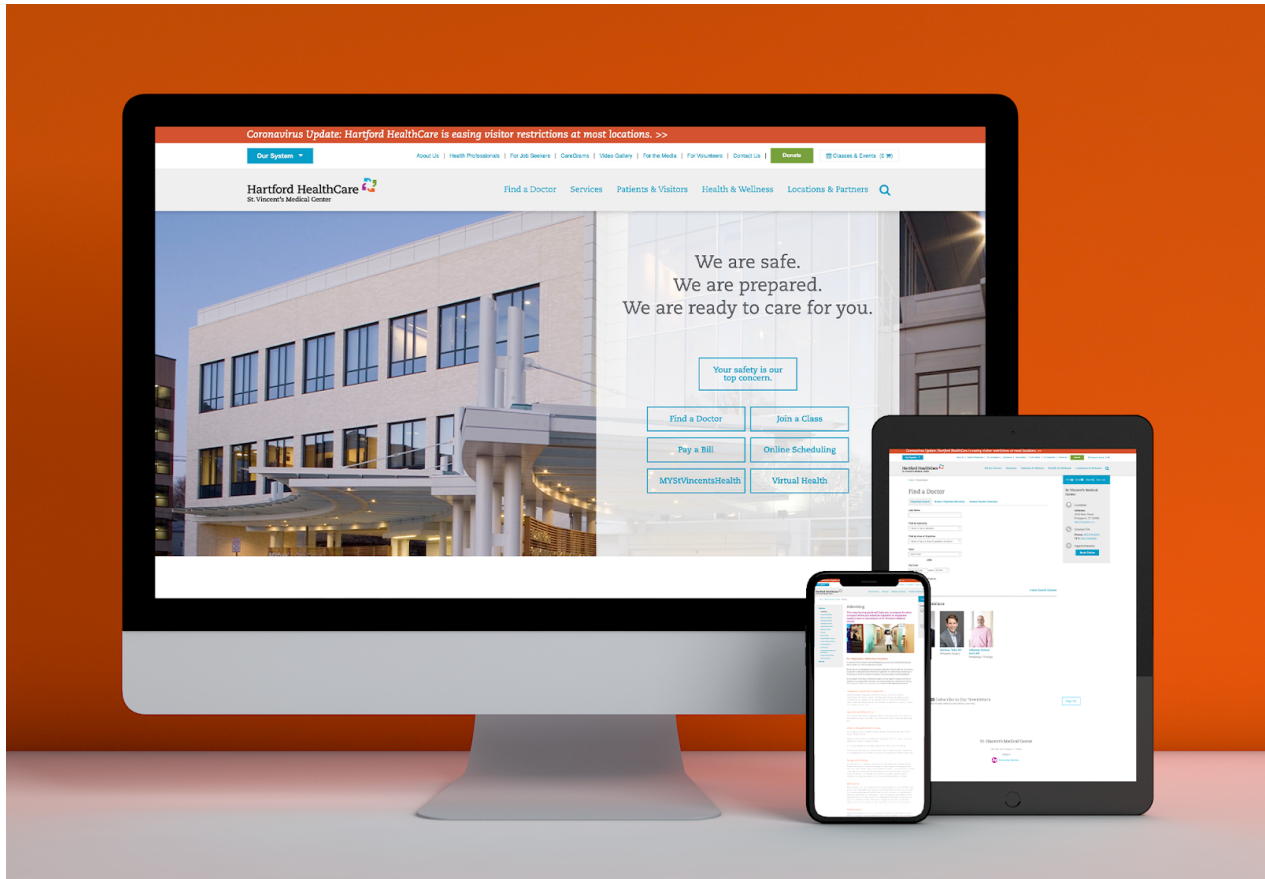




Engagency Rescues Two Hospitals From an Irresponsible Sitecore Partner

Engagency Case Study

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Background

Our mission at Engagency has always been to help our clients get the most value out of their Sitecore investment and achieve whatever level of self-sufficiency they desire.

In some cases, healthcare organizations are intentionally looking for a true fully hosted and managed SaaS solution and understand that the implication is that they will be unable to make functionality changes to their website without the assistance of the SaaS vendor.

In other cases, healthcare organizations realize the importance of owning their source and all rights to the IP. It affords them the ability to create user experiences that differentiate themselves from the hospital down the road, and the autonomy to work with whomever they want and always be seeking the best price and quality of service. In short, owning your own source code prevents vendor lock-in.

Challenge

The benefits of owning your own source code became obvious to two healthcare organizations who approached Engagency for help. These included a regional hospital system based out of San Antonio, and a leading hospital provider based in Connecticut.

Prior to working with Engagency, both clients opted to leverage out-of-the-box Sitecore modules provided by a vendor who owned all rights to the source code and IP. The agreement was that they would pay an annual fee for use of the pre-built modules and pay the same vendor to make any required modifications to the functionality of their sites.

This scenario could work well if the vendor is committed to being a good partner, but if the relationship goes sour, or the client chooses to take over management of their website internally, it can lead to a number of serious problems.

In the case of these two hospitals, things had gone south. They were unable to manage their own deployments, edit their source code, and make changes to their website to keep their business competitive. By the time these clients approached Engagency, their websites were not only painfully out of date, but were suffering from broken functionality vital to helping patients find the physicians and services they needed.

They needed autonomy and self-sufficiency and they needed it quickly.

Solution

Engagency approached the problem by standardizing a new structure for these hospitals, intended to grant them autonomy, afford them massive cost savings by creating economies of scale, and streamlining the migration of multiple websites onto the Sitecore platform.

This began by setting them up with a Git version control system that they controlled, so they not only owned the editable source code but controlled who had access. Our first objective was to grant them the power to part ways with anyone, at any time, including ourselves.

From there, we began the [Sitecore Implementation](#) process with a new site based on new source code. We worked with the client's agency to develop a standardized set of custom modules that could be used across all of their sites. We built everything in

an user-friendly, modular fashion so their content editors and marketers could easily add new pages and build out entire sites, without getting a developer involved. We architected the source code to adhere to [Sitecore Helix principles](#) so their implementation would scale and be easy to maintain over the long-run.

We also made sure these sites complied with ADA WCAG 2.0 guidelines to ensure everyone had equal access to vital information. We architected their solutions to display in multiple languages so they could communicate with everyone in their community. We even made their sites more accessible to Google, by implementing schema and other SEO best practices.

Results

The benefits of Engagency's approach come in many forms. From faster time to market, to significant cost savings, these hospitals have streamlined their operations and optimized their spend.

They've gone from feeling stuck, to taking control of what's rightfully theirs. They own their own source code, and have complete control over who has access to it. They can easily switch vendors, and work with multiple simultaneously.

The modular structure has created economies of scale by allowing them to leverage modules across all of their sites and maintain common content in a single location. With the proper tools and structure in place, they're now able to capitalize on their investment by having the ability to migrate all of their website properties onto a single Sitecore instance at a fraction of the cost and time.

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