Consolidated, interactive website improves service line awareness, patient access, and volume

Challenge

East Alabama Medical Center (EAMC) is a 340-bed full-service hospital located in Opelika, AL, with an affiliated hospital 20 miles northeast near the Alabama-Georgia state line. The organization also provides professional medical services and management to Auburn University Medical Clinic.

EAMC has a solid reputation as a community hospital that provides high-quality, compassionate care. However, consumers in its primary and extended service areas lacked awareness that the hospital offered many of the same services as larger academic hospitals farther away. As a result, the organization faced competition from hospitals in other markets, such as Montgomery, AL, and Columbus and Atlanta, GA. There was opportunity on the organization's website to showcase available services and improve consumer awareness. Each service line —18 total — had a different microsite, each with unique design elements. All of the domains were managed by one web developer, making it difficult to handle updates and keep information current. There was no physician directory, so the three-person marketing team had to manage physician details through a cumbersome and work-intensive process.

CLIENT

eamc
east alabama medical center

SOLUTION

Ignite Digital Experience Engine

RESULTS AFTER 6 MONTHS

Traffic
28.4% ↑

Page views
69.5% ↑

Form appointment requests
257

Clicks to appointment call
4,495

WebMD Ignite™

Solution

When a new CEO took the helm, she prioritized a revamp of the website to educate the community and build awareness of EAMC's local, high-quality services. By partnering together, EAMC and WebMD Ignite were able to create a strategic plan that included campaigns promoting key service lines to drive traffic to the website, where consumers could find relevant and timely information and schedule an appointment. By increasing awareness of EAMC's services and improving patient access, the new CEO believed the organization would increase website conversions and improve patient volumes.

EAMC's marketing team met with WebMD Ignite to discuss an overhaul of the hospital website. The goal was to transform it from an outdated online brochure to a personal experience where visitors would see targeted, relevant content and could register for a class or event, pay a bill, donate to the foundation, or schedule an appointment.

After an analysis of visitor behavior, WebMD Ignite exposed a significant amount of unused content and unnecessary navigational steps on the existing website. The analysis also revealed that EAMC's strategic service lines received low web traffic and a high concentration of clicks on "Home," "Search," and "Find By Specialty," indicating visitors couldn't easily find what they were looking for.

WebMD Ignite proposed these improvements:

- Simplified above-the-fold content
- Clear, transactional CTAs that guide consumers along their unique journeys
- Prioritization of strategic service lines
- Dynamic content apps such as DX Doctor Finder and DX Location Finder that deliver personalized recommendations based on individual patient criteria

To enable these improvements, WebMD Ignite recommended migrating to a new healthcare-specific content management system (CMS) with advanced web components and conversion-focused tactics, including web forms and online appointment scheduling. The migration would involve consolidating the existing microsites to streamline updates, allow for consistent communication, and promote one unified brand.

A STRATEGIC FOCUS ON KEY SERVICES:

- Surgical services
- Orthopedics
- Emergency services
- Cancer treatment
- Cardiology
- Women and children's services
- Senior services
- Imaging services
- Substance abuse

Results

Six months after the initial strategy discussions, the new EAMC website launched, with all microsite domains redirected the following month. Performance metrics six months after launch proved that the redesign was effective in achieving EAMC's goals.

Google Search visibility

- EAMC ranked on page 1 for 237 new keywords, including 91% of tracked keywords across top service lines

Website traffic and engagement

- Visitors engaged with more content and stayed longer
- Traffic volume was up 28.4%, with largest growth in local markets
- Page views increased to 69.5%, while bounce rates decreased 59.5%

Website conversions

- 257 appointment request forms submitted
- 4,495 users clicked a phone number to schedule an appointment

WebMD Ignite is the growth partner for healthcare organizations, helping guide people to better health from Discovery to Recovery. We use our industry expertise to engage individuals through seamless experiences that optimize outcomes, drive loyalty, and build lifetime value. Visit **webmdignite.com** to learn more.