Delivering data-driven experience excellence through a cloud-based content management solution
Client overview

The client is a leader in the academic medicine community. Founded in 1876 and based in Washington, D.C., the client is a not-for-profit association dedicated to transforming healthcare through innovative medical education, cutting-edge patient care, and groundbreaking medical research. The client’s members represent the full spectrum of medical education, including 172 accredited U.S. and Canadian medical schools, 400+ major teaching hospitals and health systems, 80+ faculty and academic societies, 173,000+ full-time faculty members, 129,000+ resident physicians, and 89,000+ medical students.

Challenge

As a part of their digital strategy initiative, the client researched among its members and constituents. The research identified a crucial challenge—the creation and distribution of content. Despite being the primary channel for content distribution, the client’s website had its constraints. Some of the constraints were:

- Content was not easily accessible
  - The content was rarely viewed by users despite spending much time on the website.
  - The client had over 33,000+ pages, including 6,000 PDFs, but the end-users viewed only 37% of the content, five times or less.
  - Reports were not created, designed, and distributed for easy consumption.
- The content distributed was not associated with a subject matter expert but rather with the organization, which lowered the perceived value.
- Website was an informational 'attic' that stored all data instead of focusing on the latest information.
- The client distributed information for learners through disparate websites and technologies that lacked adequate search capabilities.

Technology and other issues

- The organization wanted to transition away from multiple legacy CMS systems, approaching the end of support onto a single, enterprise-class CMS.
- The client wanted to deliver a high-performance/high-security website with multi-browser and multi-device support to enable a seamless end-user experience.
- Build a content authoring and publishing interface that enables the organization to create and deliver timely content.
- Tight deadline for development and delivery of the redesigned website.
Solution

- Designed and migrated the website to a cloud-based Acquia/Drupal platform as the enterprise CMS. The architectural emphasis was on the reusability and ease of migration of other client properties in the future.

- Worked closely with the organization’s content team to build an inventory of relevant content to migrate to the new site.

- Built an advanced, federated search functionality that would enable end-users to search for relevant content across client properties.

- Built a modern page-building feature (using layout builder in Drupal) for ease of use and improved experience for content authors and publishers.

- Developed a unified information/content architecture and tools to group data and reports to discover relevant data and resources by end-users easily.

- Built a content model to create content with biographies of specific authors and subject matter experts.

- Designed the site to use state-of-the-art front-end architecture, content delivery network, multi-layered caching for robust performance and security.

- Served as both the developer of the website and service integrator, working with the client and multiple vendors.

- Adopted a fast-track delivery approach involving multiple product owners and multiple scrum teams worldwide to meet a tight deadline.

Benefits

- With the new website’s timely launch, the client made major progress in its digital strategy roadmap—specifically in driving greater utilization of data and resources.

- Content clean-up before migration improved information architecture and organization of data/reports. As a result, the website became a source of the latest academic medicine content and a hub for data.

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New user-friendly and simplified page creation, content authoring, and publishing workflow-enabled content teams to create and share content in a timely fashion.

Federated search implementation provided the capability to bring content from different sites and generate search results that showed the most relevant content.

Associated content with biographies of subject matter experts and enhanced content credibility.

Standardized CMS platform ensured reusability of building blocks across sites—providing cost optimization for future site builds.

The use of CDN ensured fast page loads and made the website highly responsive, enhancing the end-user experience.

About Mindtree

Mindtree (NSE: MINDTREE) is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. “Born digital,” in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we’re consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated “Mindtree Minds.”