

CASE
STUDY

EPAM HELPS CHA ADVANCE

CHILDREN'S HEALTH THROUGH INFORMATION SHARING

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THE BACKGROUND: INCREASING ADVOCACY THROUGH DIGITAL ENGAGEMENT

As the biggest community of children's hospital caregivers and professional staff dedicated to children's health, the CHA wanted to increase advocacy efforts and establish itself as the "go-to" resource for policy issues, quality initiatives, and research and data trends influencing children's health care. To do so, the CHA asked EPAM to develop a website and digital strategy to empower its 220 members, legislative decision makers, allied and partner organizations, and the general public.

www.ChildrensHospitals.org

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While children's hospitals make up just 5% of hospitals nationwide, they are the only institutions qualified to provide for the unique health care needs of children. As they also set the standards for the highest quality pediatric care and train future generations of pediatricians, it is imperative that these institutions have direct and easy access to the most up-to-date information affecting children's health care. To that end, the Children's Hospital Association (CHA) was formed in 2011 from the merger of two organizations to be the national voice for children's hospitals and leverage the collective influence of member hospitals to benefit children's health care.

THE CHALLENGE: EXTEND AND IMPROVE COLLABORATION CAPABILITIES

Before EPAM created a new website and online collaboration portal to enable increased cooperation within the CHA, members had been utilizing various legacy platforms to access content and information. One resource was a CMS-driven website linked to a stand-alone online community and another was a SharePoint site and e-mail discussion list tool, together making searching across the existing platforms both frustrating and time consuming. To remedy this issue, CHA turned to EPAM to centralize resources, documents, and discussions, in turn giving users the ability to filter and search content. Moreover, to further organize relevant information, CHA tasked EPAM with creating a personalized Member Center (both for members and non-members) that would aggregate all content and information based on what the user participated in and his/her role within the hospital.

TECHNICAL HIGHLIGHTS

The new CHA website uses Telligent, a modern and user-friendly collaboration tool that replaces legacy systems like Sharepoint, Higher Logic, Lyris, and iMIS. To allow peer collaboration and content sharing, Telligent integrates seamlessly with the Sitecore Content Management System.

- Sitecore CMS version 6.6
- Sitecore email management tool
- Sitecore and Telligent community integration
- Integration with Microsoft Dynamics CRM
- Integration with Google and Sitecore analytics
- Faceted Search powered by Google Search Appliance
- Enterprise Single Sign-On (Claims-Based)

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THE SOLUTION: DIGITAL CONSOLIDATION INTO A SINGLE, UNIFIED VENUE

EPAM created a seamless website that consolidates and reorganizes the content, programs, and services of the previous disparate platforms into a unified and cohesive experience that features the following:

- Improved and centralized organization of resources, documents, and discussions for easy access and sorting
- Content sharing by public, member, and pay-to-participate views based on security and Web roles
- Ability to tag content by topic and functional role within the hospital for improved organization and searchability
- Topic- and specialty-based community groups, including discussion forums
- Ability to filter content so users can narrow their searches
- Faceted site-wide searches of all resources, events, discussion posts and attachments
- An events calendar
- Option to add documents to original messages or replies that are emailed to the forum/community's discussion group members; discussions and attachments can be launched via email or on the website
- Access to legislative information, including CHA's legislative positions and action alerts, which enables members to engage the community on important issues
- Promotional boxes and home page with the latest news on policy issues, quality initiatives, and research and data trends impacting children's health care
- Easy-to-follow navigation
- Member Center to aggregate personalized content and information – membership not required
- Searchable directory of children's hospitals and members
- Option to subscribe to receive targeted content alerts based on topics.

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THE RESULT: AN ALL-INCLUSIVE RESOURCE FOR SHARING AND LEARNING

EPAM's new website for CHA provides a single venue for the full network of children's hospital caregivers, researchers, and administrative staff to come together to learn, connect, and share information. The site supports improvements in quality outcomes, research initiatives, cost reduction, and delivery system coordination to benefit all children across the U.S. through enhanced information sharing and content organization.

QUESTIONS?
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