



## Sitecore CMS Delivers Functionality, Efficiency to Central DuPage Hospital's Redesigned Website

### Client

Central DuPage Hospital (CDH) is a nationally recognized 313-bed facility suburban Chicago that has been included in Thomson Reuters' 100 Top Hospitals list for four consecutive years. CDH is a leading center for medical technology and one of the busiest surgical hospitals in Illinois.

### Executive Summary

As CDH looked to strengthen its online presence, a key part of the project would be selecting a content management system that would maximize the efficiency of building, maintaining, and updating the new site. The Revere Group was brought in to lead the CMS selection and renovation of CDH.org. After selecting Sitecore CMS as the new site's platform, Revere aggregated content from multiple existing data sources into Sitecore and then customized the platform to support the site's enhanced functionality.

### Business Challenge

Managing more than 5,000 pages of content had become an overwhelming challenge for CDH because of configuration problems with its existing CMS platform. As CDH looked to upgrade to a more effective CMS, the hospital needed a partner to guide it through the process of selecting, customizing, and implementing a product that would fit the organization's needs.

CDH's marketing department needed a powerful, yet easy-to-use platform, and the IT staff wanted a system that was .NET-based and could easily integrate with existing internal applications and data sources. CDH's technology partner would also need to work with the hospital's existing design firm to evaluate new designs and make recommendations on how to best implement those concepts in new website. The new website and CMS platform would have to be leveraged across CDH's five distinct brands.

### Solution

After defining CDH's technical needs, Revere conducted a three-week CMS product evaluation process that included side-by-side product comparisons and demonstrations of industry-leading platforms. At the end of the evaluation, Sitecore CMS was selected because of its highly flexible .NET architecture and easy-to-use interface and authoring tool sets. The new website was built on Sitecore 6.0 and SQL Server, leveraging many out-of-the box features to meet CDH's development and marketing needs. Revere then migrated 5,000 pages of existing content onto the new CMS platform and seamlessly incorporated this content into the new interface designs. Revere integrated third-party applications onto the website and created new interfaces allowing users to access existing data about the CDH family of doctors and hundreds of wellness classes and events.

### Results

Based on a thorough understanding of the hospital's marketing, operational and IT needs, Revere helped CDH strengthen its online presence, improve communication with key stakeholders, and manage its website more efficiently. The new website's engaging design and intuitive navigation create a seamless experience for visitors and provide easy access to information about the hospital. Thanks to Sitecore's user-friendly tools and flexible architecture, the new CMS platform has significantly reduced the amount of time and energy required by CDH to update online content and create new pages. The site's improved "Contact Us" page enhances CDH's ability to track incoming leads and gather important information about visitors.



## For More Information

For more information about The Revere Group's services and solutions, call 888. 4REVERE.

## About The Revere Group

The Revere Group is a North American Business Unit and a majority-owned subsidiary of NTT DATA, a multinational organization.

Founded in 1991 and headquartered in Chicago, The Revere Group is a leading global business and IT solutions consultancy that specializes in assisting high performing mid-tier and fast growing companies. Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success. Revere focuses on five key business challenges to increase your business agility and bottom line results:

[Operational Efficiency](#), [Analytics and Collaboration](#), [Interactive](#), [Enterprise Platforms](#) and [Managed Services](#).

For more information about The Revere Group, go to [www.reveregroup.com](http://www.reveregroup.com).

## The Revere Group

### Service Excellence

The Revere Group is a leading global consultancy dedicated to delivering business and IT solutions. Revere focuses on helping organizations improve their financial and operating performance through the combined application of technology, people and process.

In an industry marked by innovation and change, organizations can look to Revere for its senior consulting model, strong business and technology expertise, and client-focused project management methodology.

In addition to providing clients with world-class solutions, Revere is dedicated to the highest service standards. Vast experience in providing end-to-end solutions in diverse industries and platforms means Revere can deliver measurable results and exceed expectations. Additionally, knowledge and expertise with proven onsite, offsite and offshore methodologies and execution processes has established Revere as an industry leader in the marketplace.

### Industry-leading Outcomes

Revere brings vertical industry market knowledge to help Healthcare, Manufacturing & Distribution, Entertainment, Financial Services, Insurance and Private Equity clients succeed with their unique business objectives.

## Think. Build. Source.

As your trusted advisor, Revere provides industry, process and technology expertise with a proven service approach—Think, Build, Source—to pave the way for your success.

**THINK** – Companies continually face the challenge of aligning their business objectives with their IT strategy. An effective roadmap with a strong business case delivers a path to achievable goals with measurable results. Revere helps identify and link people, process and technology, bringing clarity to your business and IT initiatives.

**BUILD** – A successful implementation is the driving force behind all that Revere does. We deliver the right solution on time and within budget. Disciplined project management skills and business aptitude ensures the success you rely on.

**SOURCE** – The right balance of sourced functions can improve your IT service levels and return on investment, allowing you to more effectively meet your business needs. Revere helps identify a strategic sourcing model based on internal capabilities, external resources and cost.