THE REVERE GROUP
AN NTT DATA COMPANY

Enhanced Website Provides Targeted Marketing to Support CareMore's Expansion

Client

CareMore is a leading healthcare system providing comprehensive services for more than 35,000 senior Americans.

Executive Summary

Founded in California, CareMore expanded in 2009 to cover Arizona, Nevada and additional counties in California. As the company grew and expanded its geographic reach, CareMore needed to enhance its online presence to meet the needs of an increasingly broad and diverse client base.

Business Challenge

In order to support the organization's growth, CareMore needed to improve the usability and suitability of its online presence, caremore.com. CareMore needed to enhance its website's ability to connect with current and potential clients through information that is tailored to each visitor's region and medical needs.

Solution

The Revere Group redesigned caremore.com to improve the website's functionality and capacity for customization. Revere's interactive team delivered a site that fully incorporates CareMore's brand strategy and engages each of the company's targeted demographics and regions. In addition to providing bilingual support for each page, the new site, which is built on Sitecore CMS, is integrated with CareMore's internal ordering and purchasing processes.

Results

By using SiteCore CMS, Revere equipped CareMore's sales and marketing teams with an intuitive toolkit for keeping the online content fresh and aligned with the company's evolving marketing efforts. Visitors can better understand the organization's values and services thanks to the website's improved navigation, design, and customization. CareMore's brand strategy now resonates consistently with all targeted demographics through the organization's online presence.

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.

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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.