



# What to look out for while — choosing a **CMS** for **HEALTHCARE INDUSTRY**

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*With the ever-expanding matrix of information flowing into the healthcare industry, the primal need is for a content management system that allows a wide network of healthcare performers to access the data, while preserving medical-report safety and integrity. Here's a look at what kind of CMS the healthcare sector really needs.*

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# 01 CMS and the Healthcare Sector

The year 2014 saw burning debates about the need for Content Management Systems (CMS) in the healthcare industry. The storage and processing of healthcare records and other information digitally took another leap with the rise of cloud storage. Gradually, with concerns about privacy and security hitting the roof, the criteria for choosing CMS for health information turned stringent. The check-list on selecting CMS ran deep and wide, attempting to cover potential risks and developmental opportunities. To top off the efforts for maintaining a healthy CMS, many countries have included laws and policies on the behavior of CMS, including Canada (Personal Information Protection and Electronic Documents Act), Japan (Personal Information Protection Act) and European Union (Data Protection Directive).

With the ever-expanding matrix of information flowing into the healthcare industry, the primal need is to allow access to this data to a wide network of healthcare performers along with the preservation of medical-report safety and integrity. How a healthcare structure deals with Web Content Management (WCM) depends upon the target audience and supposed functions of the product. Before an enterprise selects a CMS, there should be a thorough go-through of content management processes and methods. CMS streamlines and automatizes the movement of information from creation, to editing and eventually into publication and archiving. While the technical staff can divert attention towards more strategy-intensive procedures, staff not involved in technical department can also access and update the content easily. Coupled with planned control of information, the risks of human error are trimmed down to a minimum with restoration versions in the system.

## The Preliminaries: What are you looking for ?

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Before flipping through CMS product catalogues, a healthcare institution must recognize and consider five factors:

1. Pre-existent methods of managing web-content: Is it through the internet, extranet or intranet?
2. Merits and demerits of the current WCM: What benefits do you receive from the current WCM and where does it fail to deliver?
3. Prophecy of future CMS: What are your expectations from the CMS? How do you see the content being handled after the CMS-implementation?
4. Company-specific goals: What kind of web-presence are you looking for?
5. Marketing and communication scheme: What is the framework of marketing and communications in your company?

The healthcare enterprise must delineate the method in which the Electronic Movement of Information (EMI) will be carried out internally. For this purpose, jot down answers to the following:

1. Kind of information generally produced: insurance details, patient reports, equipment data, directory of physicians, employment database, medical research data, journal publication and reports, and others
2. Locus of publication of information
3. Method of content promotion
4. Step-wise content verifiers
5. Time line for archival of content
6. Criteria for measuring effectivity of the website.

Once you have determined the internal working of EMI in your enterprise, make a report on the list of contributors to the CMS selection process: financial key-pins, content developers and managers, ideas' mediator and collective model evaluators.

While selecting your CMS system, cross-check the following determinants:

## Zero-Trace System

Zero-trace CMS do not require you to install software, plug-ins, Java Applets, downloads or Active X. This stands at an advantage against others, which require a full-node installation. There are hybrid versions, which claim to work through internet but have prerequisites of installation on specific operating systems or need computers to have pre-installations of Active X and Java Applets. While such installation requirements do not pose a problem with small scale institutions, they stand as a challenge for large-scale companies. The fundamental benefit of zero-trace CMS is that the audience can access the system anywhere and anytime, creating spatio-temporal versatility and without the risk of leaving digital residue.

## Content Building and Certification

Content generated on a CMS should be filtered for the following tests: compliance with 508 (for the disabled) and applicable WAI regulations. When your CMS internalizes these tests, you will not need an isolated human resource to check each content. The CMS should also provide practice guide for development of user-friendly websites. If the website design is not in line with the standards and you do not wish for the entire website to be confined to the standards, then you can select a CMS which provides multiple-output options. This will create an avenue for maintaining intricate sites, while having a standard-complaint text-only version ready. Check that the CMS is 100% founded on W3X Internet Standard including CSS and HTML/XHTML.

## Enterprise Deployment

An enterprise-standard CMS will allow the storage and organization of the content (paper and electronic) generated throughout the managerial processes. This is generally taken up by the records management and documents management apparatus today. In any CMS that claims to cater to Enterprise Content Management (ECM), there must be an option to derive content and store in a well-planned repository. The interface must provide functionality to delegate metadata to the content. This will help with search and recovery. The CMS must have capacity to manage the content throughout the Electronic Movement of Information (EMI). The architecture must be based on standards, which allow incorporation with other platforms utilized in the company. Most importantly, the CMS atmosphere must have ease of usability.

## Safety and Security

The CMS is akin to a warehouse of sensitive information where you need to build security barriers to avoid theft and instances of undesirable accessibility. A Push model of CMS will create Information-Slices (iSlice) when delivering the requested data, independent of the interconnected data. This will be provisioned to the audience in web-server neutral module. When you edit content on this model, it will not be served into the live version until the edited data is published. Push CMS also folds within its structure security stands like LDAP/Active Directory.

Choose a CMS that allows you to customize accessibility to the database. The ideal choice would be one, which permits creation of users, groups and attribution of roles to each (view, edit or publish).



## Website SEO-Strength

While selecting your CMS, make sure you can manage and control the basic elements of pages. This includes titles, headings and meta-descriptions. When using the image tabs, you should be able to execute alt attribute and also anchor the text. By having no-follow and no-index support, you will stay away from issues of duplicacy. Go through the CMS forums and check out if previous clients have faced any hidden-text issues and make sure you can get through a canonical redirect done (via 301s). It is not ideal for the reader to end up on “www.yourwebsite.com/index.html” for every default document. Does the CMS offer you extensions to form and modify robots.txt files? There should also be a feature to set up meta robots tag to pages. The ability to make XML sitemaps with the content (apart from blocked, nonindexed and canonicalized URLs) is handy, as is the power to put forward navigation based on text with menu. Breadcrumb trail will allow the users to trace their locations as well. The CMS must be able to export site content easily as well as backup the content regularly. An SEO-friendly CMS includes the Web analytics code in site pages and also incorporates it with Webmaster tools. The marketing score of your brand will also heighten with options of in-line editing and drag-drop page authoring. The topping to this SEO list will be the presence of security extensions and options to keep off hacking attempts.

## Multi-Platform Sync

While evaluating the CMS options, select one that supports Windows, Mac and Linux. This will allow the users to work from home and on the move. Many systems, which are only compatible in Windows, leaves the users handicapped to work during urgent situations.

## Cross-Device Compatibility

The age of mobile had set in decades ago. Web designs are still catching up to the needs of multi-device virtual living. The experience of readers must be optimized according to the device. This encompasses the presence of an intuitive UI across channels for delivery of content and light-years speed performance. The responsive design must be integrated into the content development and management procedure through the CMS.

## Malleable Workflow

The workflow in CMS should be customizable to the extent that you can freely create users and groups (with no numerical limit) and generate function-combination for them. The users should have the option of customizing the notification preferences and of arranging the workflow dashboard (home-screen) according to their organizational needs.

## Tailor-made Templates

The CMS should have a strong database of templates with their appearance controlled through CSS. You should have the capacity to integrate elements and affect individual components of the page with limited editing rights to the page. Some CMS systems incorporate standards identical to those of Dreamweaver, allowing an effortless resonance between them. Dreamweaver contains templates that have region-specific editing and also library components with plain HTML comment labels. By choosing a CMS that follows this standard, you will be able to upload directly into the system from Dreamweaver. You should also be able to generate templates using HTML and XHTML within the system or by bringing in pre-existent templates.

## Web Presence Friendly

The CMS must include tools to create SEO-friendly URLs by including page name and directory-type. A SEO-check list or SEO score-card for each content based on criteria like metatags, headings and others will help in development of audience-friendly data. Apart from static SEO score, there should be measure of authoritativeness of content. Authoritative content is the upcoming meter for deciding authenticity of websites by search engines like Google and Bing.

## Social-Media Index Tools

Your CMS should catalyze you towards providing client service, live communication and original content. By selecting a CMS that will contain tool to automate posting of content to social media channels like Facebook, LinkedIn and Twitter, you will save time and energy spent in individual postings. The resources of the marketing team would then be invested in answering sufficiently to the queries and client feedback of the day.

**Telerik Sitefinity**, a content management and digital marketing platform stands on the vision of delivering blue-ribbon customer experience created from the building blocks of client-oriented digital interface and predictive analytics. Driven by a constantly updated creativity force, Sitefinity takes on a holistic standpoint towards serving their clients by inculcating the latest technological advances in their project implementations. Their platforms evolve from the two species of:

1. **Web content and experience management**
2. **Advanced Customer Analytics**

**Web Content and Experience Management:** Starting with across-the-spectrum experience delivery (social, web, mobile, ecommerce and mail), Sitefinity shapes the experience of customers through personalization and marketing of content and digital experimentation, backed by predictive preview of the experience. Sitefinity creates a matrix of informational experience based on system integration tools of data management and system connectors. The anatomy of content development is tamed through the malleable APIs and customizable content and apps.

**Advanced Customer Analytics:** A centralized parking for customers allows their engagement with each other to be founded on the bedrock of precise prediction of marketing trends, deductions for audience's experience and communication results. This stimulates your company to acquaint with needs of every individual who approaches and pursues work possibilities with you. Sitefinity allows you to weave data into a cloth of information that perfectly fits the reader. This is performed by use of Big Data Analytics. As though one were witnessing the life-cycle of a living organism, Sitefinity trails the journey of customers through a database by target profiling and lead scoring. Accompanied by goal formation and predictive analytics, Sitefinity forms the ideal environment for a healthcare company to base their digital life on experience and knowledge based praxis system.



**Building an eClone:** With Sitefinity, you can recreate the way departments are physically organized onto your virtual design. Uniformly maintaining the brand, every department will showcase an individual page with related information, news and project-data.

**Patient Privileges:** To ensure that the care-directed environment of your healthcare institution is expanded to your virtual face, Sitefinity allows the patients to check-in online and wait at home while their turn is on the table.

**Live Health-Wire:** In choosing a CMS, it is not only important that it gives you the core functionality but that it renders and molds its working according to your domain. Sitefinity unfolds its functions according to your requirements. As though you were watching a scoreboard at a stadium, your web design stands as your spokesperson providing real-time information about the waiting-duration. This smooths the in-and-out flow of patients, and gives doctors the capacity to schedule their appointments promptly.

Over the past decade, over 200 healthcare companies have come under the umbrella of Telerik Sitefinity care. Catering to giants in the league of Baptist Health System and UnitingCare Health, Sitefinity is becoming a breeding ground for CMS masterpieces.

Work with Sitefinity to bring the best of your healthcare organization to the virtual world. Write to us at [services@suyati.com](mailto:services@suyati.com) for information on how Suyati can help.

**Suyati** provides marketing technology and integration services for companies that wish to combine the best of breed solutions and create a unified approach to customer acquisition. This unified digital marketing approach requires system integration between various CMS and CRM platforms, and a slew of ecommerce, Marketing Automation, Social Media Listening, email and social marketing, and customer service systems. Our specialized knowledge in Salesforce, open source and .Net based systems enables us to build effective custom integrated solutions for our clients.

Suyati's custom technology solutions have been deployed in companies in the US, Western Europe and Australia, and have helped many enterprises leverage the web/cloud/mobile technologies to acquire customers through integrated digital marketing. Suyati is based in Chicago with product engineering capability out of the US and India.

[www.suyati.com](http://www.suyati.com)

[services@suyati.com](mailto:services@suyati.com)

### Resources:

1. <http://www.infosec.gov.hk/english/technical/files/web.pdf>
2. [http://themobiusnetwork.com/pdfs/idealware\\_os\\_cms\\_2010\\_1.pdf](http://themobiusnetwork.com/pdfs/idealware_os_cms_2010_1.pdf)
3. [http://www.code.colostate.edu/Data/Sites/5/UserFiles/MojoPortal/docs/CMS\\_Manual\\_v2.pdf](http://www.code.colostate.edu/Data/Sites/5/UserFiles/MojoPortal/docs/CMS_Manual_v2.pdf)
4. <http://esatjournals.org/Volumes/IJRET/2013V02/I12/IJRET20130212096.pdf>
5. <https://www.velleman.eu/downloads/3/cms.pdf>
6. <http://www.henworx.de/pdf/oscms-report.pdf>
7. <http://www.bristol.ac.uk/is/media/training/documentation/webcms-1/webcms-1r.pdf>