Why **Kentico CMS** is the right choice for the **healthcare industry?**

Healthcare industries deal with life-and-death decisions every day, and they need better online presence to educate, inform, build relations and provide enhanced care to patients. How Kentico CMS can support the healthcare sector by building a strong community presence? Read on.

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1. Kentico CMS in Healthcare

Kentico has come a long way since it was founded in 2004. As a leading CMS provider in the global market, Kentico is an ASP.NET based CMS that offers customers a perfect integration of services- Web Content Management, E-commerce, Online Marketing, and Intranet- all in a single platform. The recent launch of Kentico Cloud is expected to enhance digital experience of businesses. Kentico Cloud is a cloud-first, API-first, multi-tenant Software-as-a-Service (SaaS) offering that brings together multi-channel content management and customer engagement. In services like healthcare, where putting patients first is the norm to be successful, Kentico allows users- caregivers, admins, and patients- to have a seamless digital experience without facing the technical snags of operating a CMS. Kentico's chief claim to fame is its solid and reliable CMS, widely preferred by key industries such as healthcare where reality and flexibility are all important, and where even a minor error can mean the difference between life and death.

1.1 The Current State of Digital Healthcare

The importance of a strong online/ digital presence is underestimated by many healthcare providers. About 65% of customers select their healthcare providers by evaluating the firms' websites, and 73% rely on online reviews. About 69% of customers find value in emails or text messages from healthcare providers, and they especially value text with appointment reminders, guidelines for upcoming tests, and other useful information.

However, there is still a long way to go before healthcare providers can deliver state-of-the-art online services, to the satisfaction of their clients. Nearly one in every three health care users have difficulty in accessing and navigating healthcare-related websites through their mobile device. Nearly three out of every four users feel existing healthcare websites could be more helpful.

The biggest pain points identified by users are the inability to contact healthcare professionals through a preferred method, difficulty in finding the required information, and lack of facility to chat with a healthcare representative in real-time, through the website. Though most of the patients mention mobile text messaging as their favorite option to communicate with healthcare providers, only 19% of them are actually able to connect with caregivers this way, and 37% cannot even reach their healthcare providers via email.

Deploying Kentico CMS as the backend for websites offers an effective solution to such issues, and allows healthcare providers to roll out highly intuitive, responsible and customized websites.
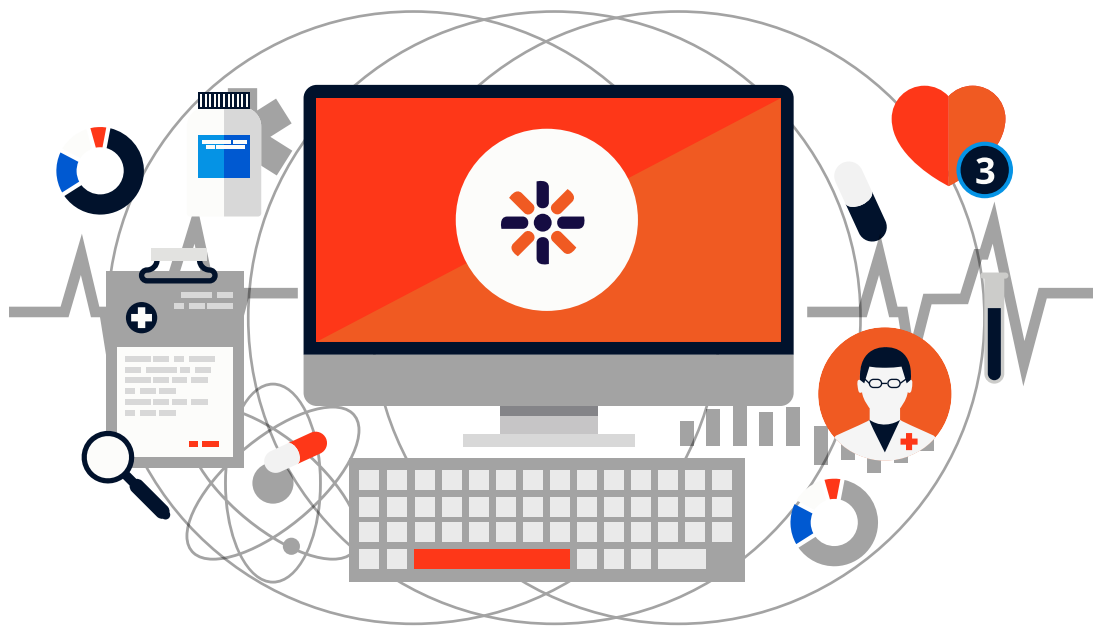
2. General Features of Kentico CMS

Kentico is used by 25,000 websites and trusted by 1000+ digital agency partners. Kentico is an innovative .NET based CMS that delivers all the basic ingredients required for developing cutting-edge websites. Following are the distinguished features of Kentico CMS that enables you in optimizing your digital customers' experiences across multiple channels.

- Ability to co-opt responsive web design best practices, to ensure optimized viewing for users through the device of their choice.

- Ease of use for ordinary users, with the ability to get most things done without having technical expertise.

- Flexibility, scalability, and extensibility, combined with the ability to integrate third-party applications and services, such as the client's MEDs system.

- Development of a modern, dynamic, engaging, "on brand" design, with several themes.

- Ability to export data seamlessly to the database of choice, unlocking many possibilities, such as a streamlined channel to recruit and register medical experts, a secure channel for registered clients to receive marketing and informational notifications, and for many other critical functions.

- Development of a resource library which not just offers a rich repository of resources, but also allows secure login for users to register, make purchase, and store their digital assets.

- Implementation of SEO best practices to improve visibility and increase exposure, to drive more traffic to the website, and help patients locate the website easily.

- Robustness to handle a large number of simultaneous visitors and still exceed performance expectations.

2.1 Easy Adaptability and Flexibility with Kentico CMS

Kentico offers powerful and comprehensive content management tools along with online marketing, e-commerce, and collaboration features like online communities, intranet etc. that enable developers to forge customer-centric solutions with stunning websites. The rich offerings from Kentico include out-of-the-box web parts, quick customization features, and fully-documented API that enable set up of websites in double quick time and optimizing the digital customer experience across multiple channels.

In today's fast changing world, flexibility is the name of the game. Kentico CMS is flexible enough not just to incorporate changes in content easily, but also to adapt to and incorporate with the changing business.

The need for easy adaptability is highly valued in every industry, more so in healthcare. Majority of the users value ease of contact, followed by ease of information. Side-by-side, they also value highly detailed and comprehensive information. Kentico CMS offers the functionality to set up mini extranet with events, news, documents, and blogs with content feeding from a parent corporate site, and more.

2.2 Dynamic Personalization with Kentico CMS

Personalization combined with dynamic content is key to earning the trust and respect of today's highly demanding online visitors. Businesses that offer static content that do not match the demographics and interests of their visitors stand the risk of losing potential customers. On the other hand, personalizing the site visitor's online experience increases the chances of conversions manifold, and also offers a spin-off benefit of improving the all-important Google ranking through increased activity.   tion of the site very easy, including integration of third-party and custom components.

Kentico combines site visitors' interactions to build a clear profile of the customer and ensures delivery of personalized content to the right person at the right time. For instance, if a visitor responds to an email, likes any particular section of your website, or has a purchase history, Kentico logs in such data and processes it efficiently to ensure delivery of the required service in a personalized way.

2.3 Website Structure

Personalized content is only one part of the success story for any website. Personalization requires efficient backing through intuitive navigation, a neat design, explicit and clear-cut call-to-actions, and lucid unambiguous and consistent text. A sense of community, through social share buttons and other interactions, also help deepen the engagement.

Kentico facilitates a skeleton site based development, facilitating easy deployment of the site, and always offering a visual representation of what is in the offing, rather than unintelligible code. Kentico offers a simple and self-explicit interface that makes it very easy for non-technical users to navigate the labyrinth of functionality.

2.4 Flexible Menu System

The conventional tiered system of displaying information based on the unique information architecture of the site is also one of the ways of displaying the menu in a dynamic manner.

Kentico, through its dynamic and flexible menu system, offers an effective solution. The hierarchical viewer option enables creating a tiered menu with custom transformations for each tier. Likewise, creating mobile menus is equally easy and flexible. These options are very important for healthcare providers, whose visitors are often under great stress, and would like to get accurate information easily, without having to go through a convoluted navigation process, or without having the time or inclination to take diversions.

2.5 Page Templates

Today's fast changing business environment requires a frequent update of web content. In any case, the healthcare industry requires patients and other stakeholders to be up-to-date with the latest information, as information which is even a few minutes old, such as vital body parameters can make a big difference regarding the state of the patient.
Often, when change happens, admins overlook making relevant changes in some places, leading to confusions and mix-ups. Kentico allows creating any unique general templates, and apply it on all pages so that changes in call-to-action or content would

not necessitate changes in multiple places.

The success of any website depends upon the unique combination of simplicity and power and Kentico delivers it exceptionally well. For example, the Kentico Responsive Website Template for Healthcare, built on Bootstrap Responsive Framework, delivers the unique combination of a trendy minimalist style with multicolor elements.

Kentico Web part's visible property and the macro CurrentDocument. NodeAliasPath.ToLower().Contains() makes it easy to control which pages a web part should be displayed on via its relative URL.

2.6 Reports and Tools

Kentico offers powerful reporting capabilities, with considerable design flexibility. The Kentico Page Templates and Transformations, integrated with Bootstrap 2 framework is a good way to make the design responsive. The extensive feature set on offer perfectly suits healthcare businesses, who are more often than not straddled with a large collection of reports and tools which they need to make available on the website.

The mode of delivery is just as important as the ability to deliver reports seamlessly. For instance, many providers need to make some reports available for free download, and others on a paid basis, based on variable pricing systems. Kentico allows users to log in, and also offers a payment system based on variable pricing scheme for different documents in the database.

2.7 Marketing

Marketing messages, sales talk and hard-sell are often inappropriate in healthcare. Kentico makes it easy to deliver powerful one-to-one demos, on an individual basis, which makes it easy to convince the customer. These demos can be customized easily, tailored to the customer's specific requirements.

3. The New Kentico 10

Kentico launched version 10 of its WCM suite on November 30, 2016. The suite retains the inherent advantages of Kentico, which will increase the acceptance of the CMS. Kentico 10 will go ways ahead to match the advancements in both the technology and business paradigms.

Hitherto, Kentico mainly supported small-to-medium sized businesses. Kentico 10 comes equipped to handle the ever increasingly volume of enterprise data, which will make the platform more scalable, even for large enterprises. The unmatched scalability comes with amazing speed, with 50% faster page load and response times, compared to incumbent versions. Kentico 10 also supports sophisticated digital marketing campaigns. This flexibility is the biggest impact for the new version. Kentico 10 also champions agility and mobility. Kentico 10 lives up to the reputation, offering a seamless integration of ASP.NET CMS, e-commerce, and online marketing functions.

Kentico CMS perfectly fits the need to manage customer experiences seamlessly in today's dynamic business environment. Today, the CMS has over a thousand digital agency partners and powers more than 25,000 websites across a hundred countries. It is one of the preferred choices among healthcare providers, with many leading healthcare majors such as Cenveo Healthcare, Cypress Healthcare, Landmark Healthcare, Interim healthcare, and much more.
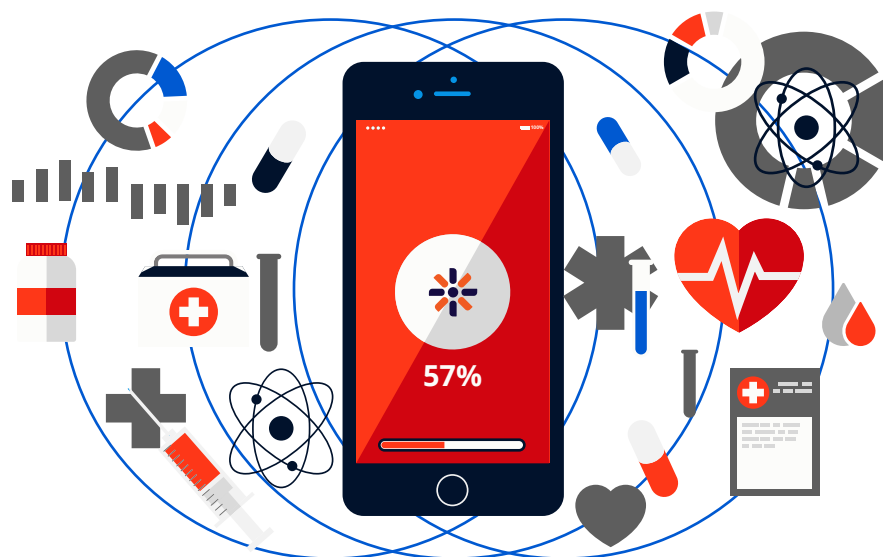
About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition. We are digital-first and we focus on delivering digital transformation solutions that support your various engagement strategies. With our niche and rich expertise in a wide range of technologies and services- CMS, CRM, e-commerce, Cloud, IoT, Data Analytics, and Product Engineering- we help companies leverage their best on web/cloud/mobile platforms.

We enable you to create insights driven customer engagement across all touch points to build a unified marketing approach. Our custom technology solutions have been deployed successfully in companies across the globe, especially in the US, UK, Europe and Australia.

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