

CASE STUDY

ABBOTT NORTHWESTERN HOSPITAL

A Landmark of Heart Care



Summary

Allina's Minneapolis Heart Institute (MHI) is recognized internationally as one of the world's leading heart institutes. This state-of-the-art facility located on the campus of Abbott Northwestern Hospital in Minneapolis combines the finest in personalized patient care with sophisticated technology in a unique, family-oriented environment. Aware Web Solutions built a new web presence for MHI that included website design, custom application development and Sitecore Content Management System.

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Challenge

Aware worked closely with MHI to understand its organization, competitive landscape, and user goals for the website. Once a thorough discovery period was completed, a scalable solution was recommended that addressed the most important goals and maintenance needs including a site that supports its brand visually, provides a satisfying user experience and allows intuitive site authoring capabilities using a web-based content management system.

Solution

One of the project's key components was to develop a creative approach and design that reflected the stature of MHI's brand. Aware's creative team met the challenge with compelling and upscale visuals that met the high standards of MHI. Aware focused on improving the site's structure and organizing information according to how users (physicians, media and the general public) would most likely browse the site and access information.

As part of the new website, a custom-developed "Quick Finder" tool was built — allowing users one-click access to physician, location, program and procedure information. The solution also included other content management system-supported customizations such as page-independent callouts or content areas and section-assigned branding images.

Aware assisted MHI with a search engine optimization strategy that included initial benchmark measurement comparisons, search engine visibility assessments, appointment lead capture, and targeted keyword ranking improvement.

Aware Web Solutions At a Glance

Our greatest strength at Aware is translating complex business needs into well-organized Web sites. Leveraging our strategic, creative and marketing insights, Aware implements robust content management solutions that are uniquely tailored to meet the needs of mid- to large-sized organizations.

- Founded in 1998
- A mid-sized firm
- Over 100 CMS Implementations
- Our teams include: Strategists, Designers, Developers, Marketers, and Project Managers
- Consistently ranked among the top 15 Web firms in the region

Result

Aware worked closely with MHI on a strategic approach to ensure that the newly-launched site would achieve its maximum ROI. With Sitecore as the content management system, MHI's non-technical staff can keep the new site up to date with ease — and a solid foundation is in place for scalable content and functionality in the future.