



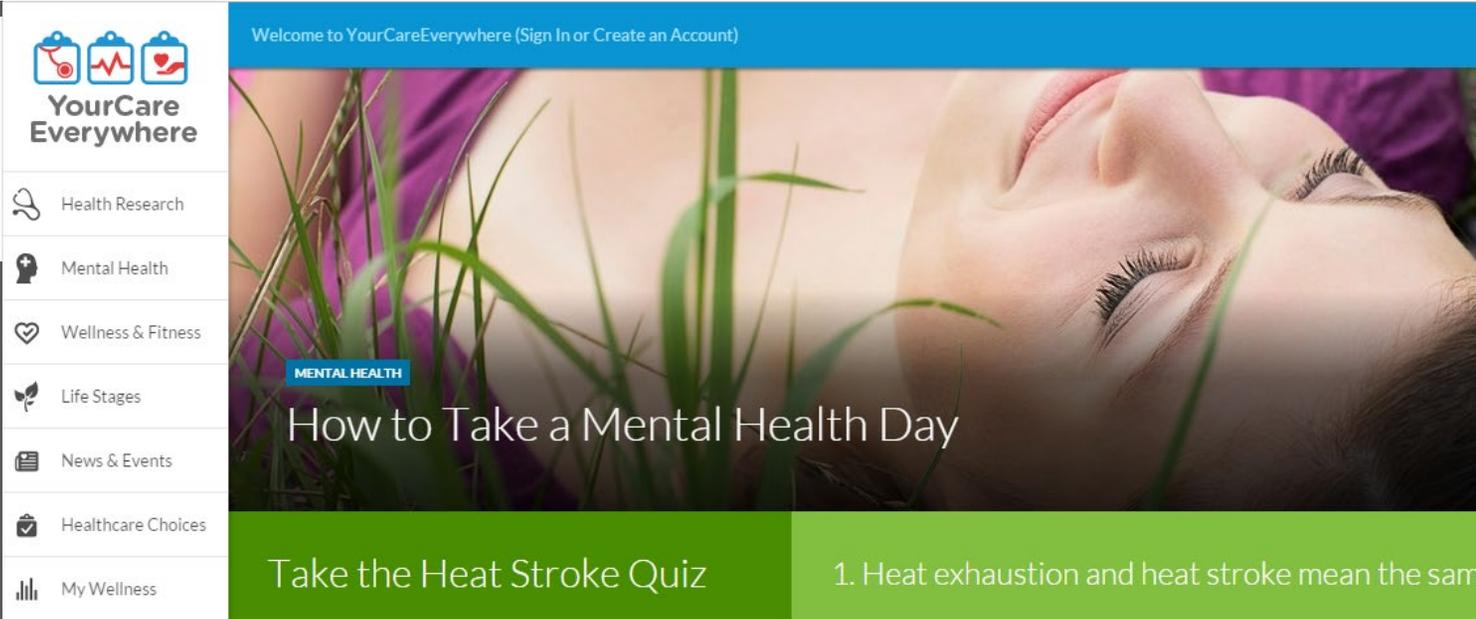
MEDHOST, helping people take charge of their health.

MEDHOST builds powerful health and wellness content site for patients and the public with expertise from VML and Adobe Marketing Cloud.



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Daniel Hart, Executive Vice President for YourCareEverywhere, MEDHOST



SOLUTION

Adobe Experience Manager solution within Adobe Marketing Cloud

RESULTS

 <p>SUPERB ENGAGEMENT Supports authenticated and unauthenticated users, giving hospital patients or general healthcare consumers access to a range of content, tools, and personalized experiences</p>	 <p>DIFFERENTIATOR Unveiled public health and wellness information service, while enabling hospital customers to engage patients and consumers in community with branded online services</p>	 <p>FASTER TIME TO MARKET Collaborated with VML to bring feature-rich health and wellness content site to market in only three months</p>	 <p>MOBILE-ENABLED Put vital health and wellness information into the hands of consumers on all their preferred devices</p>
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MEDHOST

Established in 1984

Employees: 750

Franklin, Tennessee

www.medhost.com

VML

Headquarters: Kansas City, Missouri

26 offices worldwide

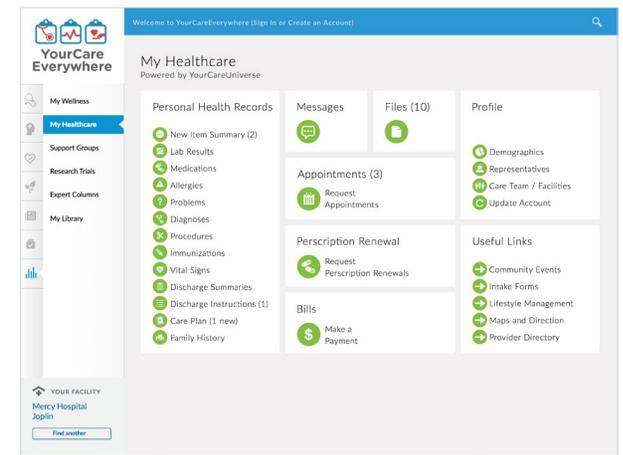
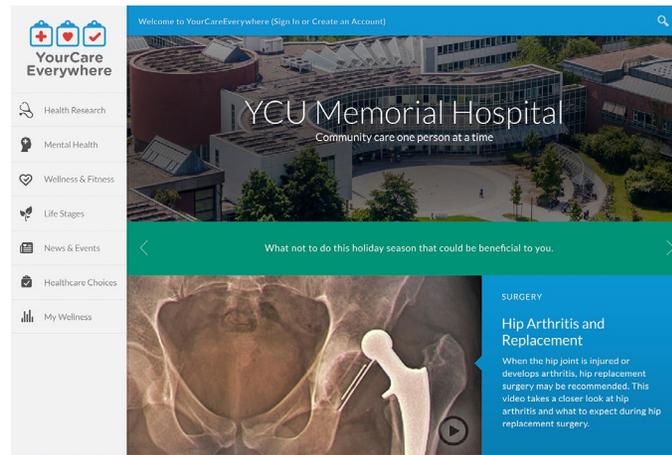
www.vml.com

YourCareEverywhere

<https://yourcareeverywhere.com>

CHALLENGES

- Create a new healthcare information site to increase patient and consumer engagement
- Provide personalized health and wellness content to consumers and patients
- Streamline publishing in the context of high content volumes, performance demands, and need for content customization



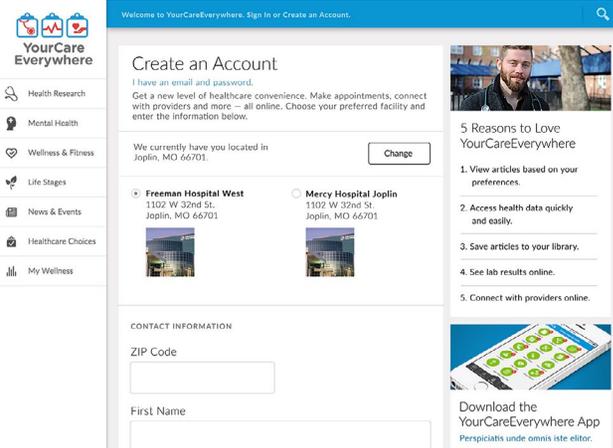
Consumerism sweeping healthcare

Consumers are increasingly taking an active role in their healthcare. They are more motivated to choose their own care alternatives, educate themselves, and engage in healthy diet and exercise regimens. In response to growing consumerism in healthcare, MEDHOST, a leading healthcare technology provider specializing in electronic health record software and patient portals for hospitals, worked with digital marketing agency VML to create the *YourCareEverywhere* health and wellness content site supported by Adobe Experience Manager.

“People everywhere are taking charge of their own health and seeking out dependable information and tools to reach their personal goals,” says Daniel Hart, Executive Vice President for YourCareEverywhere at MEDHOST. “In response, we wanted to give our hospital customers a way to engage their patients with a fully branded, robust online experience that keeps current patients loyal and attracts new healthcare consumers. Equally important, we wanted to offer a valuable healthcare resource that all consumers could easily access on their preferred devices—desktop or mobile.”

A fresh take on healthcare information

YourCareEverywhere benefits MEDHOST’s hospital customers, patients of the hospitals, and any consumer looking to improve his or her health. All MEDHOST customers, which include approximately 1,000 hospitals nationwide, now have a way to offer branded online experiences that not only provide patients with secure, authenticated access to healthcare information through the MEDHOST patient portal, but also offer patients content tailored to their health interests.



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Daniel Hart, Executive Vice President for YourCareEverywhere, MEDHOST

At the same time, YourCareEverywhere provides general consumers with easy access to a wealth of healthcare information. Consumers can search across more than 40,000 current healthcare articles and complete quizzes and assessments, as well as delve into custom content produced by MEDHOST’s team of writers. Based on a person’s previous searches or information provided when registering, YourCareEverywhere can present personalized information, whether a person is caring for a newborn or managing diabetes, heart disease, or other conditions.

Says Hart, “We want to offer a highly compelling health information service to the public and enable our hospital customers to build more loyalty with their current patient base and attract new customers by being a one-stop shop for just about everything that improves health. Adobe Experience Manager helps us achieve those goals.”

Partnering with VML to build a better digital experience

MEDHOST worked with VML, an Adobe Experience Manager Specialized Partner, to make the site a success, achieving a rapid rollout of the comprehensive online service in just three months. “We selected VML based on their deep consumer experience in the digital space,” says Hart. “We also believed in their agile development methodology and knew it could help us quickly launch our new product.”

VML assisted MEDHOST in selecting and implementing Adobe Experience Manager. The goal was to create a dynamic foundation for YourCareEverywhere that enabled personalization and could scale to house tens of thousands of articles and images, as well as a wide range of healthcare tools.

“There were several pivot points in selecting Adobe Experience Manager,” says Brian Strohm, Technical Director at VML. “We needed to support a service-oriented architecture and integrate with third-party systems. We also needed to ensure content was manageable, accessible, portable, and searchable. In addition, we wanted to segment and personalize experiences based on many factors such as geography, seasonality, interests, and user authentication. As part of the mature Adobe Marketing Cloud platform, Adobe Experience Manager met all of the requirements.”

Rich, personalized, mobile experiences

To enable both general consumers and hospital patients to access the online service, VML created non-authenticated and authenticated user experiences. Users can log in using single sign-on to get access to their data and customized information based on their preferences in a secure environment.

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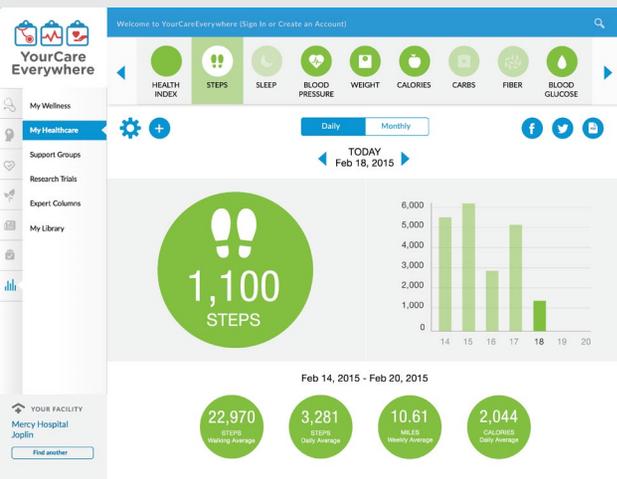
Unlike other health and wellness sites offering more generic content, YourCareEverywhere provides rich, uniquely curated content. The company creates its own feature articles written by professional healthcare writers and also links to approximately 40,000 pieces of existing content and tools, including research articles, videos, calculators, risk assessments, and quizzes. All of the content is pulled into Adobe Experience Manager assets first and then edited to improve quality and enhance the consumer and patient experience.

“We are creating a single source that addresses healthcare information needs by offering patients and consumers outstanding content and the latest health and wellness tools,” says Hart. “In the case of our hospital customers, the integrated experience also gives patients secure access to their medical records.”

Leveraging Adobe Experience Manager, more customized page content can be presented automatically to individuals, so people interested in diet and exercise might see more articles and ads on fitness, whereas someone with allergies would see ads and articles on allergy treatments. The site even aggregates consumer health information from devices such as the Fitbit and Jawbone.

“Adobe Experience Manager supports our performance needs, handles a massive amount of content, and excels at segmentation and personalization,” says Hart. “Managing the content alone, including pulling in data from personal consumer health devices, is complex enough, but then we have to ultimately handle millions of users—some authenticated and some unauthenticated. Adobe Experience Manager enables superb user experiences.”

The YourCareEverywhere site is also fully responsive and optimized for desktops, smartphones, and tablets. MEDHOST authors can create content once, bring it into Adobe Experience Manager, and make it available across any device.



SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager solution. Capabilities used include:
 - Sites
 - Assets

For more information

www.adobe.com/solutions/customer-experience/web-experience-management

www.adobe.com/solutions/digital-marketing.html

www.vml.com

Learn more about Adobe Specialized Partners

<https://solutionpartners.adobe.com/home/enablement/specialization.html>

Cutting complexity

Despite the complex nature of healthcare content, the experience for YourCareEverywhere content authors at MEDHOST is simplified with Adobe Experience Manager. Authors can deliver user experiences tailored to the many ways people might access the product, such as whether or not users are authenticated, or whether or not they use consumer fitness devices.

“Adobe Experience Manager excels at simplifying complexity and enabling content authors to present a fully personalized experience,” says Jason Schlosser, Group Technical Director for VML.

For MEDHOST, YourCareEverywhere addresses the growing healthcare consumerism movement by providing unique, customized user experiences. “Our goal is to provide valuable health content and tools to assist consumers in making the choices best for them,” says Hart. “We believe YourCareEverywhere will become a go-to source for expert tips, trends, and information to improve peoples’ lives. Our work with VML and Adobe Experience Manager helped make our ambitious project a reality.”

About VML

VML is a global marketing agency that delivers forward-thinking ideas and solutions for the world’s most influential brands, including: MillerCoors brands Coors and Coors Light, Colgate-Palmolive, Dell, Gatorade, the Kellogg Company, Barclays Premier League, Premier Inn, Erste Bank, Welch-Allyn, MasterCard, Bridgestone, Kimberly-Clark, Microsoft, NAPA AUTO PARTS, PepsiCo, Southwest Airlines, U.S. Soccer, Tennessee Tourism, Wendy’s, and Xerox.

Founded in 1992 and headquartered in Kansas City, Missouri, VML joined the world’s largest communications services group WPP in 2001. VML has more than 2,400 employees with principal offices in 26 locations across six continents.

VML is an Adobe Experience Manager Specialized Partner. VML has been validated by Adobe to have the certified personnel and customer references required to deliver world-class implementations and the highest return on investment for Adobe Marketing Cloud customers.