



Health care in the digital age.

Thomas Jefferson University and Jefferson Health engage the community with powerful content and experiences using Adobe Marketing Cloud.



HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

"Adobe's integrated solutions are flexible and can be deployed quickly, giving us the confidence that we can reach our stakeholders in new ways now, and in the future."

Neil Gomes, Vice President of Technology Innovation and Consumer Experience, Thomas Jefferson University and Jefferson Health

SOLUTION

Adobe Marketing Cloud including the Adobe Experience Manager, Adobe Social, Adobe Analytics, and Adobe Target solutions

RESULTS

 16K pages of content migrated in **1/3** the time

 Intuitive content creation enables **FAST** updates

 **HOLISTIC** view shapes better consumer experiences

 Delivers the **BEST** content by analyzing traffic



Thomas Jefferson University

Established in 1824

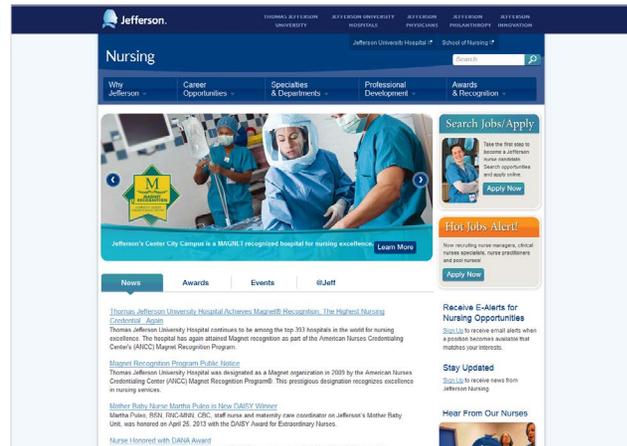
Employees: 14,000

Philadelphia, Pennsylvania

www.jefferson.edu

CHALLENGES

- Reach the public through websites and apps with consistent messaging
- Gain a complete view of data and consumers through a single CMS platform
- Quickly deliver relevant information and content to online visitors



Before



After

Breaking down barriers to access

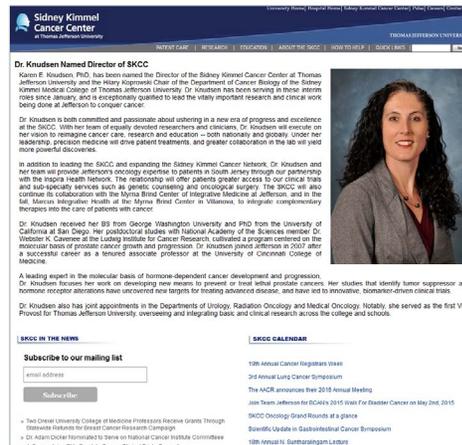
The Affordable Care Act has changed health care in the United States, opening up the market to a wider range of insurance plans that cover millions of Americans. With more choices, people are turning to the internet to learn more about local doctors and hospitals. As a result, hospitals and providers are reimagining how they reach the public by using websites, apps, and social communities to provide meaningful content that improves their health and educational experiences.

Thomas Jefferson University (TJU) and Jefferson Health have no shortage of accolades. The six colleges in the private health sciences university system include the nationally ranked Sidney Kimmel Medical College. The associated hospitals in Jefferson Health system were recently ranked in the *U.S. News & World Report* 2016-2017 Best Hospitals list for several specialties, including a #2 ranking for ophthalmology and #7 ranking for orthopedics.

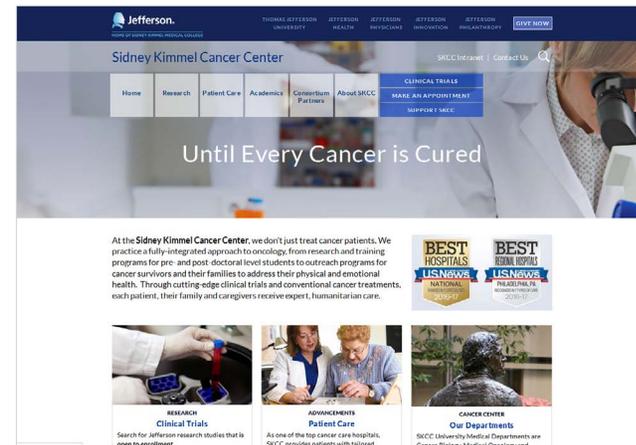
“Health and education systems are investing in their digital presence to deal with the dramatic changes in the industry,” says Neil Gomes, Vice President of Technology Innovation and Consumer Experience at Thomas Jefferson University and Jefferson Health. “Many are turning to niche web platforms developed for their industries, but they can all look the same. Within our mission, one of our focus areas is to differentiate ourselves from other such organizations. Instead of just looking at what’s being done in health care or education, we also see the value in learning from other industries like retail, hospitality, and travel to give our consumers entirely new experiences when seeking out health care, education, and research information. These consumer-focused values are greatly endorsed by our President and CEO, Dr. Stephen Klasko, and our Chief Information & Transformative Innovative Environment Officer, Praveen Chopra. They have ardently supported us in our experiential learning from other industries in our quest to transform our digital presence.”

“Thomas Jefferson University and Jefferson Health’s focus is on providing outstanding medical care and education, so we need to be very efficient with the IS&T and marketing teams while managing our digital experiences. Adobe Marketing Cloud is easy to manage, and support from Adobe and the community allows us to get the most from our investments.”

Neil Gomes, Vice President of Technology Innovation and Consumer Experience, Thomas Jefferson University and Jefferson Health



Before



After

One university, one health system, one digital marketing platform

To transform its digital presence, Thomas Jefferson University (TJU) and Jefferson Health first needed to consolidate their various content management systems (CMSs). Over the years, the multiple colleges and hospitals in the TJU and Jefferson Health network developed or utilized several CMSs. With content spread across systems, it was difficult to create consistent online experiences, share assets, and gain a complete view of what visitors wanted across sites.

Jefferson’s Information Services & Technology (IS&T) and Marketing teams chose Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Analytics, Adobe Social, and Adobe Target solutions, for enterprise-level content management, website creation, analytics, content targeting, and social and digital marketing. “Adobe’s integrated solutions are flexible and can be deployed quickly, giving us the confidence that we can reach our stakeholders in new ways, now and into the future,” says Gomes.

By uniting the web CMS and other digital marketing tools used across teams, TJU and Jefferson Health eliminated a total of four content management systems, making it easier to identify content and experiences that resonate with their consumers and community.

While Thomas Jefferson University and Jefferson Health originally expected to migrate its 16,000 pages of content and 6,000 assets to Adobe Experience Manager in 18 months, the group accomplished this task in approximately 6 months—a feat not possible without seamless teamwork and singular focus. Leveraging APIs and the power of the Adobe community, the team found a scripting engine that quickly migrated content in bulk, eliminating the need to copy and paste content. Gomes’ Manager for Web Development, Luis Matthews, and Director for Innovative Technology Solutions and Platforms, Robert Neff, also point out that Dynamic Tag Manager helped to integrate content into the new platform and roll it out across properties quickly.



“We want to continue to be at the forefront of change in the industry. By embracing new digital strategies to engage people and give them the exact information they’re looking for, we can become an even stronger patient advocate, educator, and care provider.”

Neil Gomes, Vice President of Technology Innovation and Consumer Experience, Thomas Jefferson University and Jefferson Health

“Thomas Jefferson University and Jefferson Health's focus is on providing outstanding medical care and education, so we need to be very efficient with the IS&T and marketing teams while managing our digital experiences,” says Gomes. “Adobe Marketing Cloud is easy to manage, and support from Adobe and the community allows us to get the most from our investments.”

Efficiencies inspire broader use

Using Adobe Experience Manager, departments across the Thomas Jefferson University and Jefferson Health network are efficiently creating content to communicate news, accomplishments, and other information to students and patients. Teams can start using Adobe Experience Manager Sites to create content with little to no training, involving more people in the process. Even though more people are involved, working with a single system gives marketing much greater visibility into content being developed and deployed for greater control over content.

Currently 300 people at the university use Sites to create everything from simple text news items to interactive pages with carousel images. Starting with branded templates, content creators simply drag and drop text, images, video, or even code from Experience Manager Assets into the correct position on a template. With all assets stored in one searchable location, content creators can also easily find the assets they need to quickly create quality content. Reusable content also means that design and template changes only need to be made once and propagated across web properties, reducing development time and keeping content up to date with less effort.

“Not everyone wanted to hand over their content-generation capabilities, but when groups saw the speed and efficiency gained through Adobe Experience Manager, they quickly came on board,” says Gomes. “There can often be a traditional view point that IS&T is seen by some as a cost center, but under Praveen, we are moving to a value center. Adobe Experience Manager is an example of how IS&T is becoming a value center to our stakeholders.”

Targeted, timely health information

Accelerating the delivery of new information is just the first step for the organization. Thomas Jefferson University and Jefferson Health network see an average of 2.75 million visitors per year, including students, patients, staff, and the broader community. To better communicate with these audiences, the organization wants to learn more about what people are searching for, where they land on websites, and where they end up. Using this information, Thomas Jefferson University and Jefferson Health can determine what is or isn't working on websites and take steps to improve digital experiences.

“Healthcare regulations put strict limits on the kind of information we can capture about online visitors,” says Gomes. “Adobe Analytics will make it possible for us to capture the information we can and then build insights to deliver the exact digital experiences people want.”

SOLUTION AT A GLANCE

- Adobe Marketing Cloud, including the Adobe Experience Manager, Adobe Social, Adobe Analytics, and Adobe Target solutions. Capabilities used include:
 - Sites
 - Assets
 - Mobile
 - Marketing Reports and Analytics
 - Social Analytics
 - Rules Based Targeting
 - Dynamic Tag Manager

The organization will soon start using Adobe Target to further personalize online experiences with targeted recommendations. If the patient searches for information about a specific condition, for example, Adobe Target can add links to articles or content about that condition to the landing page.

“Adobe Target allows us to create content and experiences customized for users,” said Christian Small, Senior Director of Interactive Marketing. “Our web team now has one central content location and can leverage the full suite of Adobe products to talk directly with our audiences.”

Setting new standards

Beyond websites, Thomas Jefferson University and Jefferson Health are also using social media and mobile apps to engage with their community. With Adobe Experience Manager Mobile, the mobile team is building apps to connect patients with information about doctors and services, as well as hospital locations. Experience Manager Mobile makes app development no more difficult than web development. The latest news created for the web can be sent via the app, keeping vital information in sync with little effort.

On the social media front, marketers will soon start using Adobe Social to not just react to what people are saying about Thomas Jefferson University and Jefferson Health on social media, but to also proactively reach out to them.

“We want to continue to be at the forefront of change in the industry,” says Gomes. “By embracing new digital strategies to engage people and give them the exact information they’re looking for, we can become an even stronger patient advocate, educator, and care provider. We expect to realize over \$2 million in savings over five years by consolidating our tools and gaining greater visibility into our consumers’ journeys.”

For more information

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

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



Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704
USA
www.adobe.com