



StayWell's digital content integration services help promote physicians and services

San Juan Regional Medical Center, an already satisfied client, looked to us to help further promote their physicians and service lines, and enhance their online offerings to website visitors.

Their challenge.

San Juan uses StayWell's online health library, and wanted a way to integrate StayWell content more thoroughly throughout their website. They were specifically interested in ways to further promote their physicians, specialty services, diagnostic testing, and midwifery services to their website visitors.

Our solution.

StayWell's content integration service—**iMapping** connected San Juan's physician and service lines to the health library content their website visitors were reading. Pages were linked to their related information, taking readers to San Juan's relevant service lines and physicians with "just a click." That meant better targeting, more conversions and higher revenues.

Taking content integration one step further, **Reverse iMapping** aligned the digital content San Juan licensed from us with their specific marketing and patient engagement strategies. This helped create an engaging and relevant experience for their site visitors by providing access to robust, credible and engaging health content from multiple locations across the website.

San Juan was seeking new ways to help their website drive business to their services. StayWell had the solution.

A screenshot of the San Juan Regional Medical Center website. The header includes the hospital's name and a navigation menu with links to Home, About Us, Contact Us, Careers, and Explore Our Partner Sites. The main content area features a large image of a woman with blonde hair and a quote: "FET is a fire from within." - Connie Dinning, Merion Oil & Gas. Below the quote, there are links for Online Bill Pay, Careers, and Send an e-Card. A sidebar on the left is titled "Healthcare for Generations" and discusses the hospital's accreditation and quality improvement. Another sidebar on the right is titled "What's New" and lists recent news items like "SJRM Receives Chest Pain Center with Primary PCI Accreditation". The footer contains links for Make This Your Home Page, Email This Page, Print This Page, and Share.

"Krames-StayWell has been a part of the San Juan Regional Medical Center "team" for several years, and they have been the supportive team member we were counting on when we began with them. Just recently they have been very instrumental in assisting us with upgrading our online health content, making it a smooth process with good communication and responsiveness along the way. Team members coming out personally to assist us demonstrated their dedication to personalized, quality work. The Krames-StayWell team has worked well with our CMS, and that makes for good process changes to be implemented in a timely manner."

Roberta Rogers, Marketing Manager

How we delivered.

San Juan was attracted to StayWell for the depth and breadth as well as the flexibility of our content, and saw that we could work as a team to solve their challenge. Through StayWell's mapping services and hosted portal services, information surrounding San Juan Regional Medical Center services were enhanced, enabling San Juan to keep prospective patients on their site, educate them, and ultimately welcome these patients to San Juan Regional as customers.

The screenshot shows the San Juan Health Partners website. At the top, there's a navigation bar with links for Home, About Us, Contact Us, and a search bar. Below the navigation is a main content area for 'Midwifery and Women's Health'. On the left, there's a sidebar with a menu for 'Our Services' including categories like Behavioral Health, Family Medicine, Heart Care, General Surgery, Internal Medicine, and Specialty Services. The main content area contains text about midwifery services, including contact information (505.609.2590, 655 W. Pinon St., Farmington, NM 87401), operating hours (Monday through Friday, 8:00 a.m. to 5:00 p.m.), and a link to patient registration forms. It also describes the practice's focus on prenatal care, postpartum follow-up, and breastfeeding support. Another section discusses women's health services, mentioning pre-conception counseling, annual exams, gynecological visits, and family planning. A third section defines what nurse midwives are, listing requirements such as advanced education in midwifery, licensure in New Mexico, and the ability to write prescriptions. At the bottom of the page, there's a note about nurse midwives specializing in normal births, combining ancient art with modern obstetrics, and a mention of an award received for over 20 years.

Changes to how the website linked to services helped lead patients to San Juan's Midwifery services, one of their initiatives.



The screenshot shows the San Juan Regional Medical Center website. At the top, there's a navigation bar with links for Find A Doctor, Our Services, Patients, Visitors, Health Information, Classes & Community, and News Room. The main content area features a large image of a flower. Below the image, there's a heading for 'Health Information'. To the left, there's a sidebar with a 'Health Information' section containing links for Conditions & Treatments, Health Topics, Drugs, Herbs & Supplements, Nutrition & General Wellness, Your Family, News, Healthy Living, and Tools & Multimedia. In the center, there's a large image of a young girl wearing a winter hat and scarf. To the right, there's a box titled 'Asthma Triggers Quiz' with text about asthma triggers and a 'Take quiz' button. On the far right, there's a green sidebar titled 'CONTACT OUR HEALTH PROFESSIONALS' with buttons for 'Find a Doctor', 'Call for an Appointment', 'Pay My Bill', and 'Follow Us' with social media icons for Facebook, YouTube, and Twitter.

Links in the Health Library pages allow patients to easily find a doctor, get an appointment, or pay their bill.



Could we do the same for you? Find out now.

E-mail information@staywell.com, or call 800.333.3032



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