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.
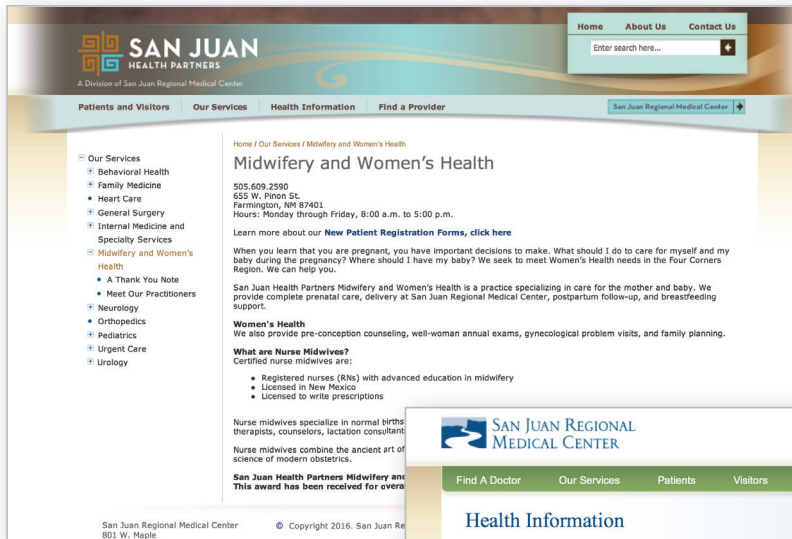
"Krames-StayWell has been a part of the San Juan Regional Medical Center "team" for several years, and they have been the supportive team member we were counting on when we began with them. Just recently they have been very instrumental in assisting us with upgrading our online health content, making 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."
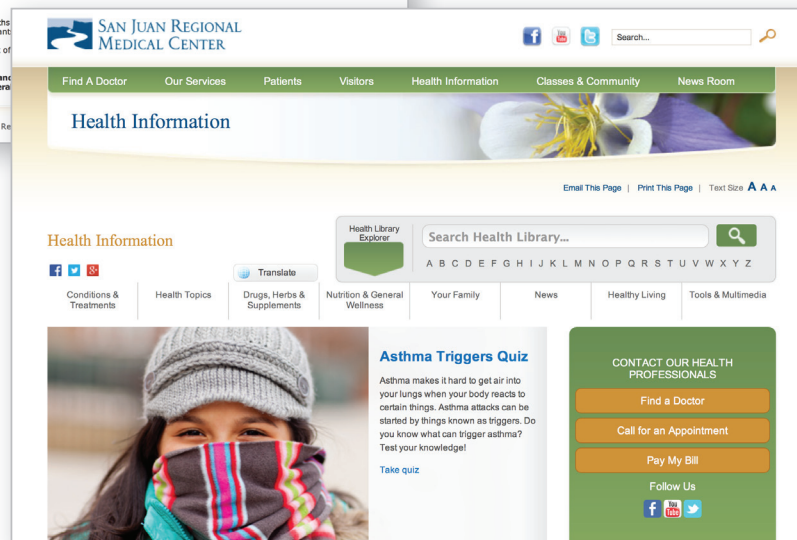
Roberta Rogers, Marketing Manager

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.

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

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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