

Crawl-walk-run to better patient experiences

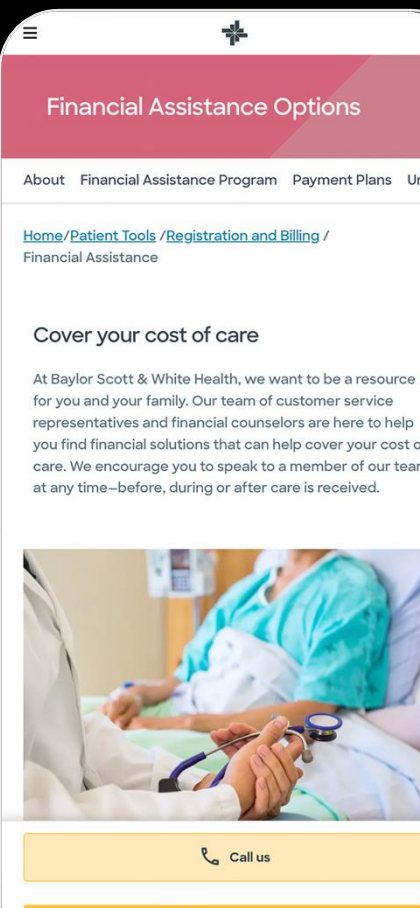
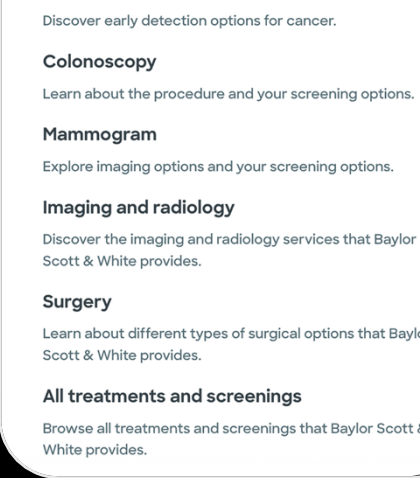
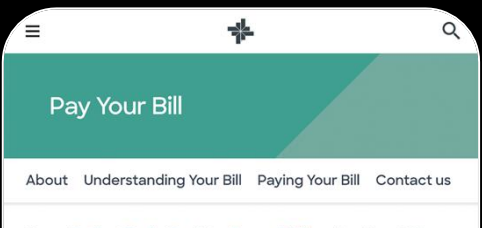
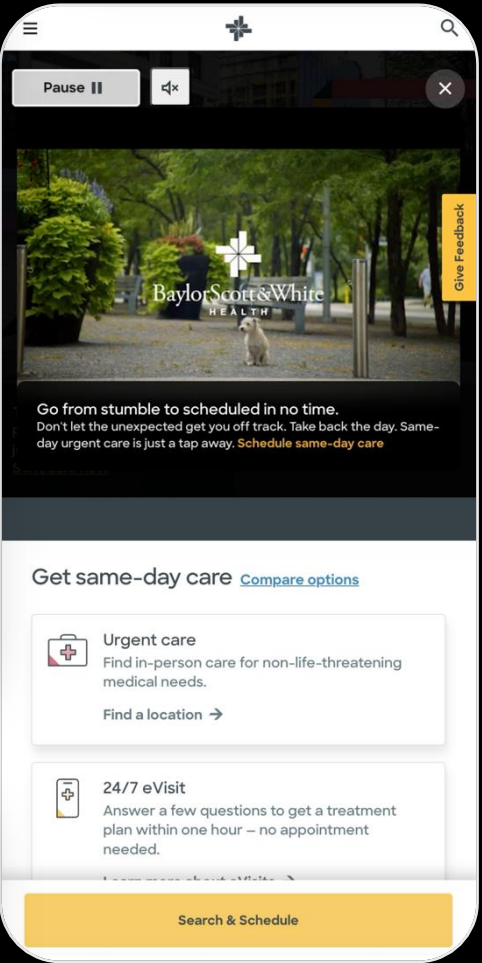
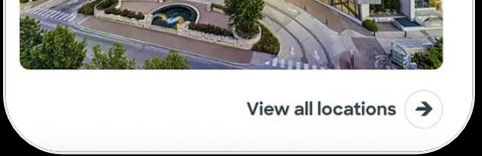
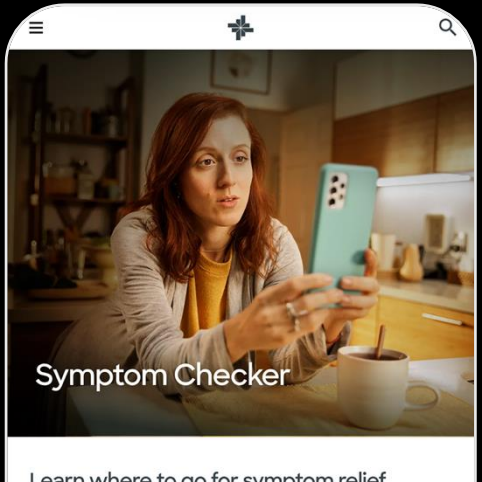
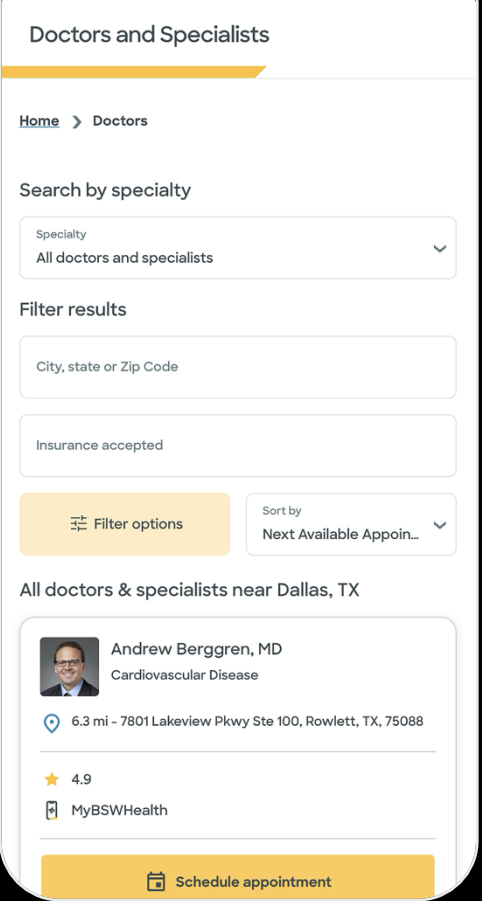
Growing into a product operating model for digital experience ROI

Baylor Scott & White Health



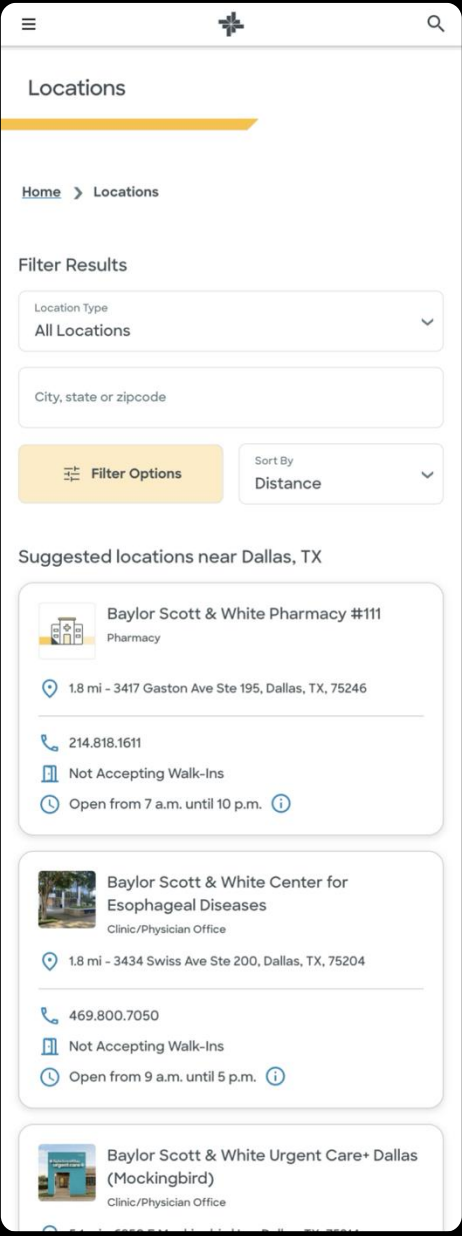
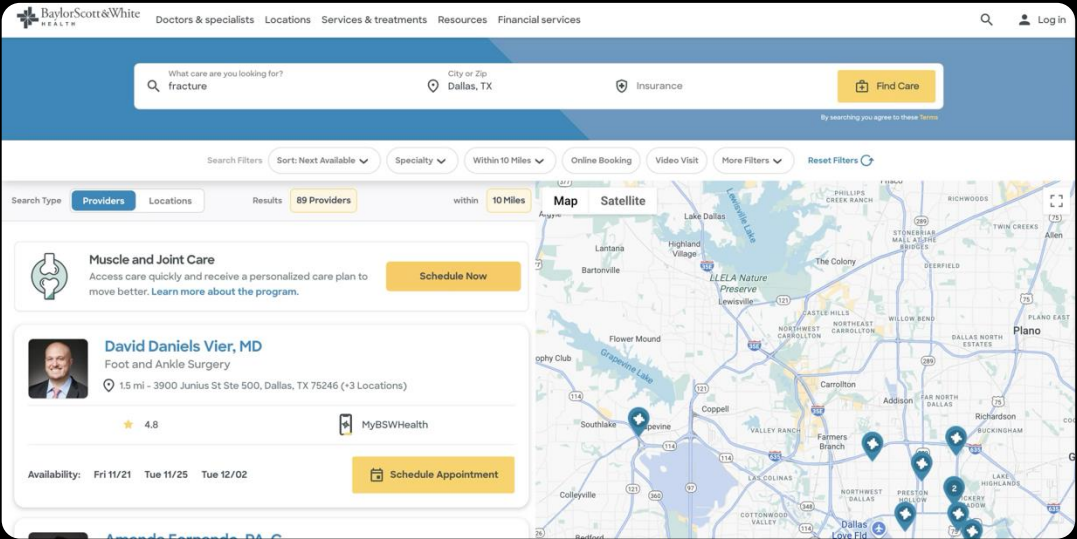
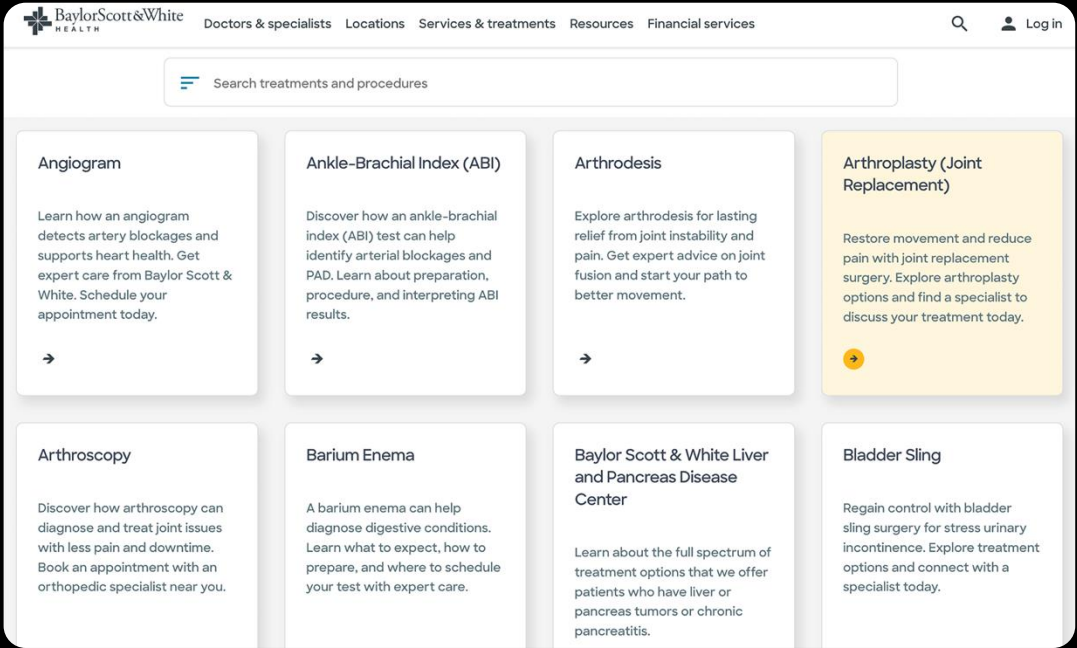
The situation

BS&W embarked on a five-year strategic roadmap to re-imagine their digital experiences, and selected Sitecore as a foundational component of their new digital technology ecosystem. Sitecore referred BS&W to Horizontal based on our expertise in their products and our experience implementing them on behalf of healthcare payers and providers.



What we did

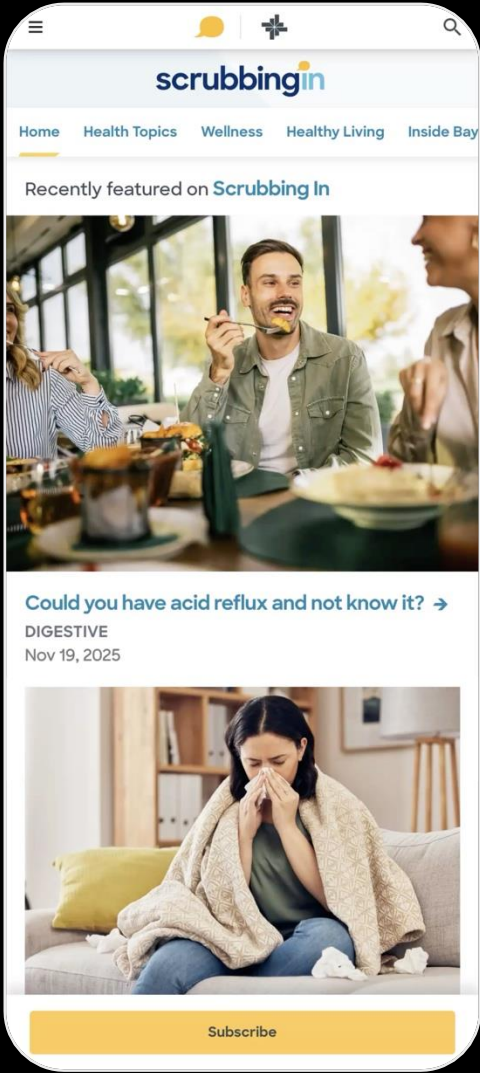
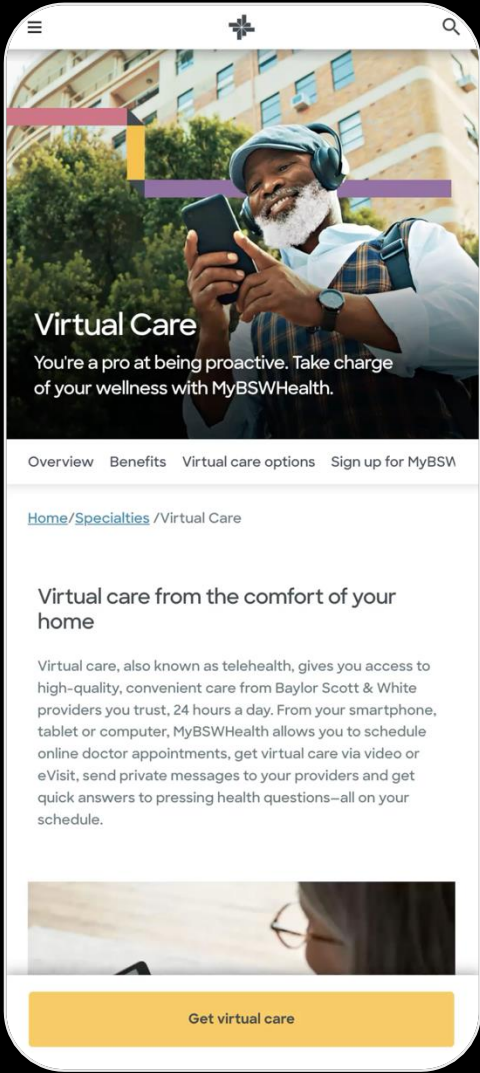
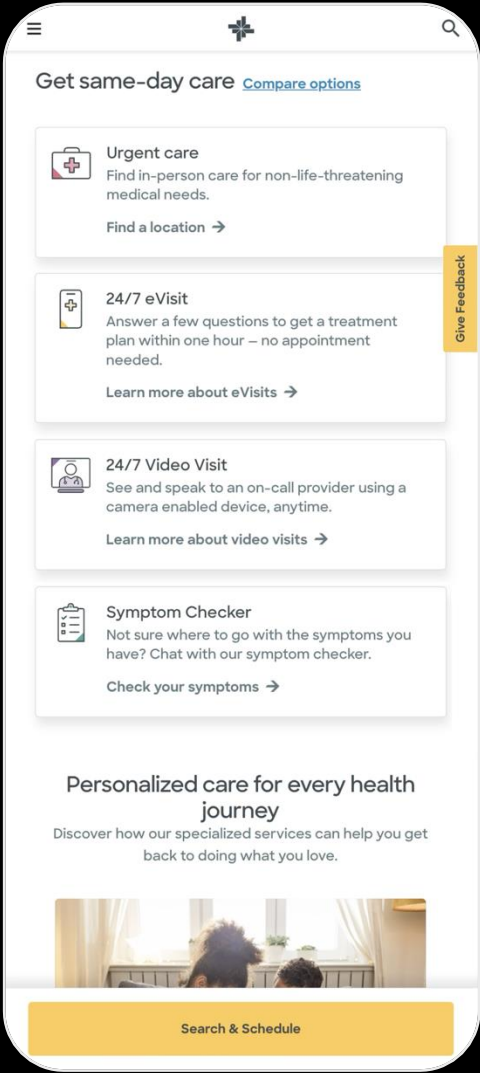
Phase 1 of the program involved an MVP-level redesign and relaunch of their flagship public website. Key components of the new solution include a focus on discoverability and searchability of content and resources, including the all-important “find a provider” capability. From there we evolved our relationship from a “project” approach to a “product” approach, providing a retained team to work alongside their internal resources in an agile approach to continuous improvement. Current and planned work accounts for exploration of personalization strategies and associated technologies such as CDP, as well as overall enhancements to user experience and digital operations.



The results

Our MVP implementation gave BS&W their first-ever opportunity to directly test and measure the impact of their user experience and brand enhancements, and early results have given them their first opportunity to take a test-and-learn approach to digital experience optimization.

In parallel we've worked with them to more fully utilize and optimize key components of their stack, including Sitecore's DXP, Sitecore's Content Hub and Coveo's relevance engine.



We're privileged to partner with some of the world's best healthcare brands

