

Success Story

Customized Website Taxonomy at Barnes-Jewish Hospital



“Overall, CareTech has more experience with Web taxonomy than any other company I’ve talked to, especially in their knowledge of healthcare.”

Joseph Ebeling
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Barnes-Jewish Hospital: Faster and Easier Access to a Breadth of Online Resources

Barnes-Jewish Hospital, a national healthcare leader, ranking eighth overall and individually in 15 different specialties in the Honor Roll of America’s Best Hospitals,* wanted to convey this breadth of clinical excellence via its website. Organizing this wealth of information and making it easy to find proved to be a challenge, until the hospital deployed website taxonomy.

Taxonomy Using CareWorks™ CMS

Taxonomy is a method of tagging content so that it can be effectively utilized in contextual references, related searches and relevant additional information to visitors. Barnes-Jewish installed CareWorks in November 2009 and immediately began using its built-in, intuitive tools to create and maintain the taxonomy.

At the Beginning

Previous to implementation of CareWorks, Barnes-Jewish’s content management system utilized Staywell health content, which came tagged with government-defined MeSH coding (Medical Subject Headings). MeSH code allows specific content to be grouped under standardized code, and, with Staywell, utilize its built-in taxonomy.



From a website measurement standpoint, Barnes-Jewish strove to increase page views, time spent on the site, physician directory views, online appointment requests, and appointments attributed to the website. In addition to displaying related links for HTML-based content pages, Barnes-Jewish wished to cross-promote its burgeoning library of video, audio and animation assets, as well as its physicians, classes/events, and news.

Moving Beyond the Basics

Barnes-Jewish also wanted a way of creating content relationships, not just using Staywell, but integrating its own content into the mix. Areas such as physicians, news articles, videos, content pages, and specific groups of content pages would all be interrelated.

Custom Taxonomy

By using CareWorks CMS, Staywell content with its MeSH codes and existing hospital content could be tagged with codes corresponding to a particular subject or category, and all content would appear as links on the page.

*U.S. News & World Report

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Custom Features

The CareWorks CMS and its modules were customized to meet the following requirements of Barnes-Jewish for implementation of taxonomy:

- Allow classes/events from a third-party site to be assigned taxonomy by the use of i-frames within the Classes & Events module. Since the content was not actually within the CMS, the page that “framed” the content was coded to display as related content throughout the site.
- Include podcasts as part of customized taxonomy. In the Video Library module each audio file is assigned a taxonomy code.
- Enable taxonomy results to be shown alongside viewed press releases from the News module.
- Assign doctors taxonomy codes which permit cross-linking with specialties and mapped to topics or categories that appear throughout the site.

Objectives Achieved

Custom taxonomy has been in place on the Barnes-Jewish site since November 2009. The site has since achieved all of the measurable objectives set out by the organization. Some key improvements (comparing 2009 to 2010) are:

- Average time on site – 40% increase
- Page views – 33% increase
- Pages viewed per visit – 27% increase
- First time visitors on site – 41% increase
- Physician appointment requests – 40% increase
- Physician appointments directly attributed to the site – 26% increase

And into the Future ...

Even with the success achieved so far, Barnes-Jewish regards its taxonomy effort as an ongoing process, still in the early stages. It is continually being refined as better and more efficient methods are developed internally and with the help of the CareTech Solutions team.

“By using taxonomy, we give visitors more options. It provides more useful information, keeps them on the site longer, and gives us more opportunities to convert them into patients.”

JOSEPH EBELING

Web Center Team Lead

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To Learn More About the Barnes-Jewish Team:

Barnes-Jewish Hospital
www.barnesjewish.org

CareTech Solutions
www.caretech.com

