



CUSTOMER CASE STUDY



northern health
the northern way of caring

SUMMARY



CUSTOMER	Northern Health
WEBSITE	www.northernhealth.ca
COUNTRY	Canada
INDUSTRY	Health care

CUSTOMER PROFILE

Northern Health is a regional health care services provider that operates medical facilities and programs in British Columbia, Canada.

PRODUCT IMPLEMENTED



Regional Health Authority Drives Improved Care, Efficiency with DNN

Northern Health is a regional health authority that serves much of the vast province of British Columbia, Canada, providing services that range from acute care to public health programs. To improve its web presence and delivery of information to rural communities, Northern Health moved to the DNN web content management system (WCMS). DNN has made it easier for Northern Health to launch new care programs, deliver relevant content to citizens, all while driving improved efficiency.

Business Needs

Northern Health is a regional health care authority in British Columbia, Canada that delivers a broad spectrum of services to approximately 300,000 people in an area about the size of France. The organization's operations include more than two dozen hospitals and acute care facilities, home and community care services, and public health programs.

The vastness of Northern Health's territory and the remoteness of many of its constituent communities make an online presence critical for providing information. "Even in some

of the most remote communities we serve, people can usually get in a car and drive somewhere to an Internet connection,” says Jessica Quinn, Communications Officer for Northern Health. “So having a strong web presence is vital for all of the people we serve.”

For a number of years, Northern Health operated a website built on a legacy product that was eventually discontinued. Employees responsible for adding content to the website needed to have software installed on their local PC, making it both expensive and inconvenient to make changes.

Management realized that their current online strategy was not scalable and would not yield the

results they needed for the citizens they served, so Northern Health began looking for a new content management solution. There were several important criteria that shaped the evaluation. The solution had to be web-based for ease of access and distribution. It had to be easy for employees as editors to use, but also had to provide control over who could contribute or edit content. The solution also needed to offer extensive, ongoing support so the organization’s small IT staff could resolve issues quickly.

Solution

After conducting evaluations, and with the help of solution provider Lexicore, Northern Health decided to deploy a new website solution based on DNN Evoq Content.¹

Working with Lexicore, Northern Health used DNN to redesign its site, which now includes the main Northern Health Informational Portal and sub-sites such as the Northern Cancer Control Strategy, the Community Health Information Portal, and the Men’s Health portal. The site contains a range of elements that provide a visually appealing and easy-to-navigate design. For example, people who need to find specific information about services, facilities, and contacts can click on the appropriate regional map for their service area, which brings up the relevant listings.

Northern Health is using built-in granular permissions as a strategy to expand and innovate on their



online services. For example, it is working on initiatives with very remote communities to find out what is most important to community members in terms of online health information, and is evaluating the possibility of enabling authorized community members to contribute information to Northern Health sub-sites targeted to those communities.

“The permissions functionality in DNN gives us the flexibility to engage with these communities so they become actively involved in the evolution of the online information, with particular individuals being given authorization to contribute content,” says Steve Raper, Regional Director for Communications.

The organization has also greatly expanded the number of internal content contributors. “We used to have around 15 people, but after deploying on DNN, we now have about 40 content contributors. And that is just scratching the surface of the total number of internal contributors we expect to have in the future,” says Raper.

Benefits

By turning to Evoq Content, Northern Health was able to deploy a website that is far more flexible, easier to support, and more cost effective. “When we evaluated our options and weighed them against our key factors for a new web content management platform, including flexibility, support, and cost, DNN was the clear front runner,” says

Raper. “DNN is much more cost effective than our old system, which allows us to redirect our cost savings back into health care.”

Flexibility for Fast Enhancements

The flexibility of Evoq Content makes it easy to modify the Northern Health online presence quickly in response to existing and anticipated needs. “If we have an emerging issue, it is easy for us to prepare some web-based content in advance that we simply post at the appropriate time,” Raper says. “With DNN, it’s also easy for employees to quickly add or modify information to address specific community issues. We did this for one community that experienced a mill fire. We were able to get medical and contact information up very quickly in response to the community’s immediate needs.”

Easy to Support

In addition to having access to the DNN knowledgebase and support forums, Northern Health has been able to tap into many different local resources that have the skill sets to help the organization with specific needs. “Because we are publicly funded, there has been a big push to use as many local resources as possible,” says Raper. “Fortunately, it’s been easy to find local sources that know how to work with DNN and can help us with specific projects. That leads to faster solutions, and minimizes the complexities associated with bringing in technical experts from outside the region.”

Delivers Cost-Effective Solution

Along with easy access to local resources, DNN has helped Northern Health keep the cost associated with its website low because of the platform's easy-to-use functionality. "I have a small department, with just one person supporting the website and a handful of communications people," Raper says. "At any given time, we might be supporting 100 different communications plans. Because DNN makes it easy for nontechnical us-

ers to contribute content, we're able to empower staff to make contributions in a way that was not possible in the past. That keeps our costs down because we can deliver rich online information using just our internal resources."

¹ Evoq Content was previously known as DNN Professional and Enterprise Editions.

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Steve Raper
Regional Director of Communications
Northern Health



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