



Sitecore Reconfiguration | Website Redesign

**MERGE**

# Raising the bar on patients' Sitecore website experiences

## Challenge

An overwhelming Sitecore DXP

### **TriHealth needed digital help. Fast.**

Their Sitecore digital experience platform (DXP) instance was outdated, the user experience (UX) was overwhelming, and the content organization confused everyone, including their internal teams.

With a rebrand on the horizon, TriHealth had the perfect opportunity to overhaul their DXP so it worked for them and their patients. They just needed the right Sitecore partner: MERGE.

## Solution

Reworked Sitecore frontend and backend

By working with TriHealth marketing leaders, MERGE improved the current Sitecore instance's usability and content navigation soon after launching the partnership – including designing and implementing a new searchable location tool and improving the provider directory.

Additional research, audience interviews, and Sitecore personalization best practices, allowed MERGE to develop personas and user journeys improving how patients connect with TriHealth's brand on their new and improved website.

## Results

An elevated TriHealth UX and brand

By modernizing users' Sitecore experiences on both the backend and frontend – including moving to the DXP's modern headless approach – with new designs and components in addition to the upgrade, TriHealth's administrators can implement ongoing site updates while providing visitors with a seamless digital patient experience.

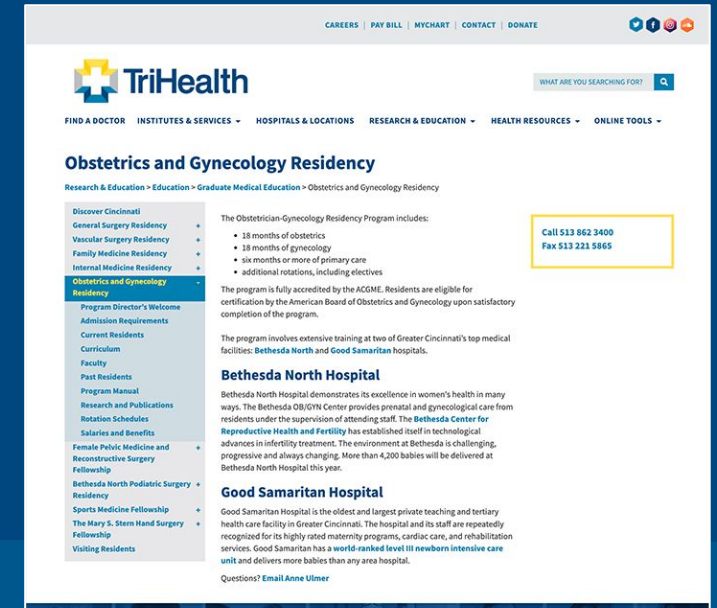
**Making finding the right care faster and easier than ever.**

**“We wanted a partner who understood us and industry best practices. MERGE was empathetic and agile.”**

# Out with the old...

- Sitecore functionality was overwhelming and wasn't working as expected
- Too much content, no cohesive organization
- Outdated look and feel
- Confusing UX for patients and referring caregivers

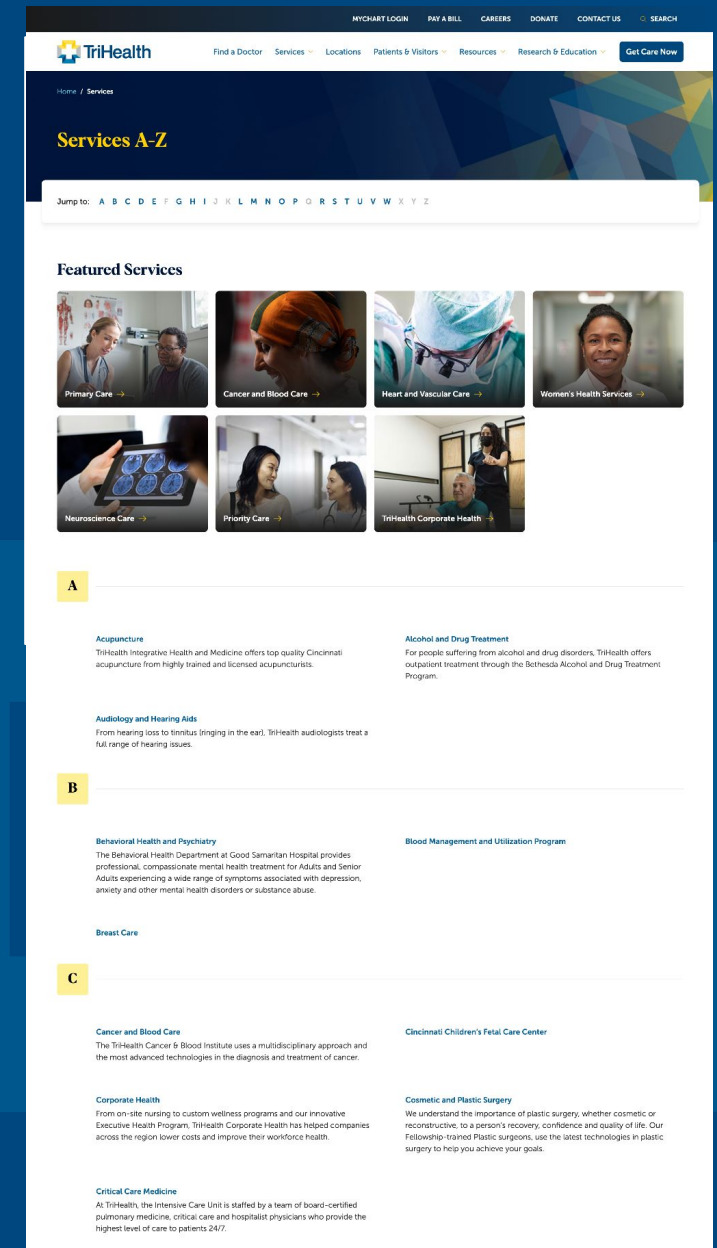
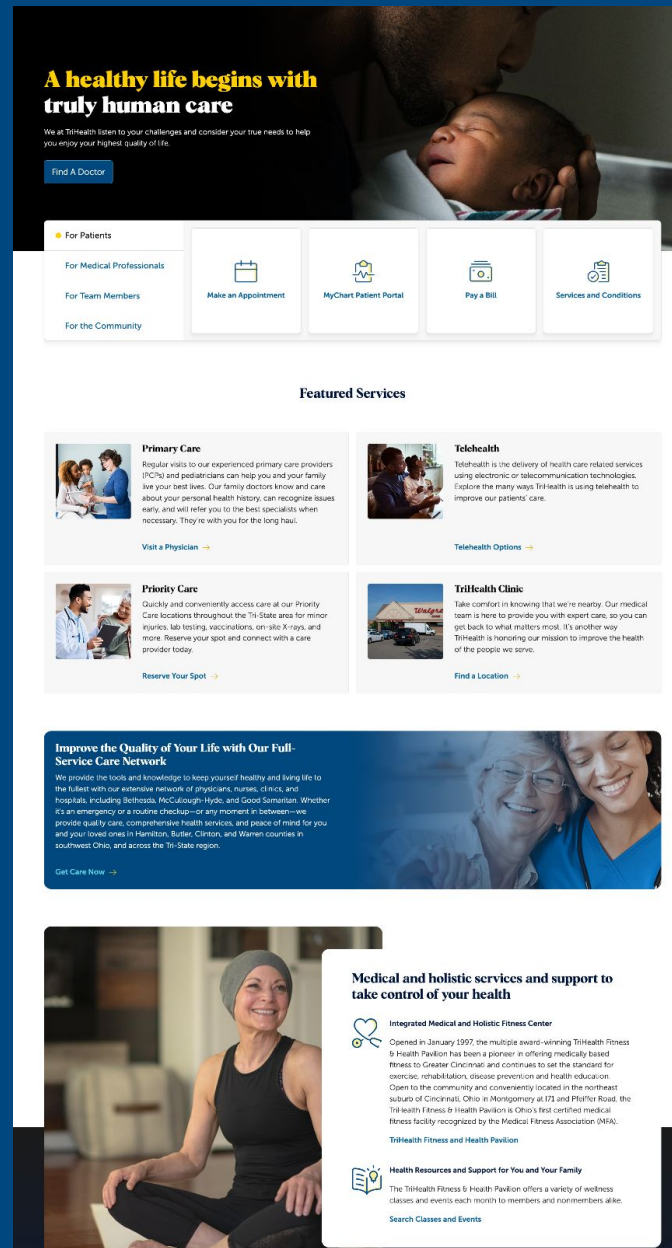
## OLD WEBSITE



# And in with the new!

- Increased backend and frontend usability in Sitecore
- Better organized content
- Overhauled Find-A-Doctor and Find-A-Location to improve the patient experience
- TriHealth's story carries across the site, for a consistent UX
- A partner who understands Sitecore AND healthcare.

## NEW WEBSITE





**Frustrated by your Sitecore DXP?  
Get an expert second opinion.**

**MERGE**