GOSS

hscic | Health & Social Care Information Centre

GOSS HELPS HSCIC TO LEAD THE WAY IN USER-CENTERED ONLINE INFORMATION DELIVERY

If your remit is to provide information, there's no better way to deliver it than via a clear, easy-to-navigate website. So when the Health and Social Care Information Centre (HSCIC) was named in the Health Act as England's official repository of health and social care information, it was the catalyst for a complete overhaul of the organisation's web strategy and presence.

> 66 GOSS consultants were instrumental in helping us to define what the new site would do and how it could provide the best possible user experience. They were able to lead the process and provide a reassuring validation of what was a very big strategic decision for us. 99
>
> **Martin Liddament, Head of Digital Communications, Health and Social Care Information Centre**

The Health and Social Care Information Centre (HSCIC) is the national provider of information, data and IT systems for health and social care. It was set up as an Executive Non Departmental Public Body (ENDPB) in April 2013.

The challenge

To deliver its responsibilities in the most effective and efficient way, HSCIC needs to have a modern content management system (CMS) that enables HSCIC staff to manage and publish information easily, with inbuilt approvals processes and site governance. A web-based Information and Data Delivery Platform must also allow users to find and download information quickly and easily.

In November 2011, the NHS Information Centre (a predecessor body to the HSCIC) issued an ITT under the Government's Software Application Solutions Framework, for a new web portal to replace its existing corporate website, which would act as a single point of entry into the Information Catalogue - the mechanism by which customers could search for and download its products.

The solution

▶ GOSS Interactive won the tender and work started in January 2012 to design and implement GOSS iCM.

▶ Delivered an easy-to-manage, easy-to-use website that met the requirements in full, including flexible and powerful tools for developing and editing site navigation, management of content, metadata and SEO.

▶ When the Information Centre closed in 2013 and the HSCIC was created by Act of Parliament, the GOSS iCM platform continued to be used by the new body and the site was re-branded and extended.

▶ GOSS experts advised on the website strategy and information architecture (IA), developed the user-centric website layout and navigation, based on six key visitor personas and laid the groundwork for future consolidation of multiple websites into one.

▶ GOSS implemented an advanced search capability within the site and created the Data Catalogue.

The results

▶ **Gained an agile, feature-packed CMS with inbuilt workflow for easier website management**

▶ **Benefited from GOSS consultants' cross-sector expertise to validate and refine web strategy**

▶ **Established the full strategy and IA for the new website on time and within budget**

▶ **Gained clear metrics, strategy and architecture for managing future traffic growth**

" It has been great to have the public sector expertise from GOSS on tap as we develop and roll out our web strategy. They are a very friendly and focused team with a positive, can-do approach. I would certainly recommend GOSS to other public sector organisations looking to undertake a website transformation. "

Martin Liddament, Head of Digital Communications, HSCIC

Why GOSS Interactive?

Leading edge web technology from GOSS Interactive powers some of the UK's leading websites, including the Met Office, Brittany Ferries, BBC, Berkeley Group, Virgin Trains and over 70 public sector organisations. Built around the multi-award-winning GOSS iCM content management system, our customer experience management tools and consultancy empower you to deliver web strategies that provide enhanced revenues and superior customer service.

Get started today

Find out how GOSS can help you get the best possible results from your web strategy.

www.**gossinteractive**.com
www.**twitter**.com/**gossinteractive**