

CASE STUDY

AVMED: REINFORCING A SUPERIOR HEALTHCARE EXPERIENCE WITH LIFERAY PORTAL



Rivet Logic's implementation of a modern, Liferay-powered website helps AvMed deliver a superior healthcare experience, while paving the road for digital transformation.

At a Glance

ORGANIZATION

AvMed

INDUSTRY

Healthcare

USE CASE

Website, Content Management, Customer Portal, Mobile

ORGANIZATION

AvMed is one of Florida's oldest and largest not-for-profit health plans, providing coverage for Medicare Advantage, Individual and Family, and Employer Groups. With offices throughout Florida, AvMed aims to inspire its Membership of more than 340,000 Floridians to celebrate an active lifestyle and "Embrace better health®".

"Transitioning our website to the Liferay platform has not only improved efficiencies and cost structures, but has set us up for future scalability."

- Ana Eberhard
Director, Advertising and Brand Marketing
AvMed

CHALLENGE

To reinforce its brand promise of providing a superior healthcare experience, AvMed wanted a website that could support its brand through the design. However, the existing legacy site was old and outdated, lacked design appeal, and didn't provide a mobile experience that customers have come to expect for today's websites. The existing site was also extremely cumbersome to maintain and update. Without a Web Content Management (WCM) system in place, any content changes required code updates, which had to go through IT. Even minor updates required the same process, making Marketing extremely reliant on IT and severely inhibiting the site from regular content refreshes. AvMed realized it was necessary to undergo a digital transformation to be able to provide its customers the type of healthcare experience it desired.

SOLUTION

A successful digital transformation requires proper strategy and planning. AvMed chose to take a phased approach by starting with its public facing website, with future goals of modernizing the rest of its web properties – consisting of member, provider, agent, and employer

portals. AvMed knew it needed a flexible technology platform that had the WCM capabilities to meet immediate requirements for a website redesign, as well as the scalability necessary to support the future migration of its other web properties. In the end, AvMed chose Liferay Enterprise Portal for its robust features and the ability to cater to both short-term needs and long-term goals.

Having long been recognized for its deep Liferay expertise, AvMed partnered with Rivet Logic to deliver the implementation, which included a new architecture, implementing structures and templates to match the new design, and portlet customizations. Liferay's advanced WCM capabilities made it much easier to create and customize a feature-rich website. For example, through Site Templates, Rivet Logic was able to quickly create multiple sites using the same layout, but with its own custom content, allowing for a personalized experience.

The new website also integrates with a number of third party applications, including Single-Sign-On (SSO) to enable a seamless login experience, a translation engine to provide a Spanish version of the site, and a web accessibility tool that converts content to be screen reader compatible. In addition, the new site consolidated three legacy sites – avmed.org, Medicare, and Embrace Better Health – into one, offering a centralized location to access all healthcare resources. Through a creative Information Architecture, and utilizing Liferay's Asset Publisher and Categories features, content articles are dynamically displayed across all relevant areas of the site through categories and tags, streamlining the content management process and making it drastically more efficient.

RESULTS

AvMed's freshly redesigned site boasts a modern look and improved functionality with users at the center of the experience. In addition to being fully responsive to support an optimized mobile experience, the site is also backwards compatible across all major browsers, including older versions of IE. Site visitors are now also able to easily search and filter through AvMed's vast knowledge base of articles to help achieve their healthcare goals.

For AvMed's Marketing team, implementing the site on Liferay means they now have access to the content management tools necessary to take control of the publishing process. Business users are empowered to create, edit, and publish content when they want, keeping the site fresh. In comparison to the old site, AvMed has experienced an increase in website traffic, along with an increase in amount of time spent on the site. In addition, improved information access has resulted in significantly lower call center volumes, saving AvMed over \$35K within just four months of site launch. The new website is also performing much better, with 24/7 uptime, whereas the legacy site required maintenance downtime. With the success of its public site redesign, AvMed is in the process of moving its Member Portal to Liferay, with future plans to move the rest of its web properties under the same platform.

