

CASE STUDY



www.21stcenturyoncology.com

INDUSTRY

Healthcare

BACKGROUND

21st Century Oncology, Inc. is a leading developer and operator of radiation therapy centers in the U.S. For more than 20 years, 21st Century Oncology has been committed to providing premier, quality, cost-effective radiation therapy services that are responsive to the needs of its patients through continuous improvement and innovation. The company operates in 17 states and has more than 20 offices in Southwest Florida.

CHALLENGE

21st Century Oncology had a static HTML website and no CMS. Any content or marketing changes they needed made to the site has to go through IT. New and timely information would often get left off the site because of the time and resources it took to make the changes.

WHY SITEFINITY

21st Century Oncology needed a CMS system that allowed them to remain adaptable. Sitefinity offers an open architecture environment for ease of use and the ability to create custom modules.

HOW SITEFINITY HELPED 21ST CENTURY ONCOLOGY REPRESENT THEIR TREATMENTS AND EXPERIENCE IN AN ENVIRONMENT WHERE TIMELINESS OF INFORMATION IS CRUCIAL TO THEIR PATIENTS' HEALTH AND WELL BEING.

THE CHALLENGE

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THE SOLUTION

MethodFactory met with 21st Century Oncology to define their website and Web application goals; they detailed out the page structure and determined the functionality they needed. MethodFactory recommended Sitefinity for its built-in functionality, extensible architecture and ease of use. The implementation of Sitefinity meant that 21st Century Oncology's marketing staff could manage content directly. MethodFactory created new Sitefinity modules for managing company information, including:

- Location module: MethodFactory designed a flash-based locator map that pulls the location, treatment and physician information. This interactive map lists all of the office locations by state. When a user hovers their mouse over a particular location plotted on the map, contact information is displayed and can be clicked on for more details.
- Treatment module: A section that lists the various cancer

TECHNICAL DETAILS

The website was developed in ASP.NET, SQL Server and Sitefinity CMS.

RESULTS

With Sitefinity as the core CMS platform, 21st Century Oncology now has the ability and confidence to manage their content, allowing them to remain flexible to any changes that might be required, ensuring that website content stays up to date and patients and their families stay informed and empowered.



"Like all good medical practitioners, 21st Century Oncology is most concerned with patient care. This extends to the way they communicate. Their website is a key component to this and Sitefinity helps leverage their online communications, improving overall patient service."

**- Steve Walter, Partner,
MethodFactory, Inc.**

treatments, technologies and therapies. It includes a place for text, images, and videos for each, and also displays the location(s) where the treatment is offered.

- Physician module: A section that displays thumbnail images of all of the physicians. When their name or picture is clicked on, it drills into a page with their bios, images, credentials and locations.

MethodFactory then created custom templates that programmatically merge the location, treatments and physicians. For example, a Ft Myers office offers radiation therapy & Dr. Hernandez practices out of that office. 21st Century Oncology now has a robust content management system that allows their staff to manage content at the page level and 'build out' pages throughout the site as needed.

THE RESULTS

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to remain adaptable to any changes that might be required, ensuring that website content stays up to date.

Important sections of the website like Patient Care, Technology and Treatments now convey the latest information in a timely manner to equip patients and their families with the information they need to make the most important health decisions of their life. Web pages such as Contact Information, Billing Information and Insurance Information help patients and their families know what to expect so they don't get bogged down with payment procedures and digging for answers. Being structured as Q&A, the Insurance Information page makes it easier for clients to find the information they're looking for.

Sitefinity has enabled 21st Century Oncology's staff to make updates to all of these pages and create new pages when the need presents itself. This has effectively helped patients get the information they need, while significantly reducing the staff time and resources previously required to answer common patient questions and provide standard insurance and billing information.

SOLUTION PARTNER

