

Team

PROVIDENCE DIGITAL EXPERIENCE TEAM (DEX)

Design and development

PROVIDENCE MARKETING

Brand story and standards

PROVIDENCE COMMUNICATIONS

Cross-organization content

PROVIDENCE MINISTRY, CLINICS AND MEDICAL TEAMS

Local rollout support

Technology

www.providence.org domain

Search Engine Optimization (SEO) best practices

Geopersonalization-based architecture

Accelerated mobile page-powered progressive web apps

Digital endpoint or scheduling agnostic location and provider directories

OVERVIEW

The Providence OneSite initiative is a multiyear project to transition our dozens of regional and local ministry sites, plus scores of local clinical sites into a single web domain. With our web presence being the first and largest digital touchpoint, the project focused on providing a frictionless digital experience for our patients across all services and geographies, while empowering ministries with new content, tools, and capabilities.

The site enables new visibility through domain authority and SEO best practices allowing Providence services to be available and visible through search—where most care journeys now start. The site also supports a highly personalized, local experience for each ministry and clinic, while enabling cross-system site enhancement and feature expansion. In addition, the site supports brand storytelling that aligns with our unified brand.

The rollout, which began in October 2019 is currently active in 5 of 6 regions with an expected completion date in early 2022.

RESULTS

Digitally scheduled appointments are up 38% in H1 2021 over H1 2020

Direct search traffic increased by 73%

23% increase in monthly actions

Average time on the site increased 28%

Winner of numerous website innovation awards

