

Case Study: RelayHealth

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Jim Caldwell, Interactive Marketing Manager at RelayHealth



Company HQ: Atlanta, GA

Industry: Technology Solutions for the Healthcare Industry

Clickability Product: Clickability® Web Content Management (WCM) Platform

Goals:

- Easy to use platform for Marketing and the non-technical users
- Reduce IT involvement in website
- Fast deployment: launch site in two months
- Empower marketing to own content

Advantages of the Clickability WCM Solution:

- SaaS delivery model
- Rapid implementation methodologies
- Pre-configured templates
- Website Marketing Acceleration™ solution
- Developer Tools for flexible site customization

About RelayHealth

RelayHealth, McKesson's connectivity business, operates as a neutral partner in an open network environment, offering connectivity services and integration among all organizations, systems, and solutions. Its intelligent network is designed to streamline clinical, financial and administrative communication between patients, providers, payers, pharmacies, pharmaceutical manufacturers, and financial institutions. RelayHealth works to accelerate the delivery of high-quality care and improve financial performance through solutions such as online consultation of physicians by patients, electronic prescribing, point-of-service pharmacy claims resolution by payers, pre-visit patient financial clearance by providers, and post-visit provider bill settlement by payers and patients. RelayHealth securely processes more than 12.8 billion financial and clinical transactions annually.

Challenge

“Our website is the primary portal to our knowledge base for existing customers, as well as an entry point for new customers,” says Jim Caldwell, Interactive Marketing Manager at RelayHealth. “As a critical resource, it was one of our top goals to improve the site and transform it from a static, dated website into a modern, dynamic information resource and lead generation tool.”

The existing RelayHealth site was a hand coded HTML site that had been built in .NET by the IT group, and hosted internally on a Windows® server. The site was built quickly, and strategy and future site development were not part of the original design considerations. Although the out-of-pocket costs to maintain the site were minimal, the site took several people to manage—all of them technical. All maintenance and content updates on the hand-coded site were left to developers who had other product development responsibilities to perform—and the website was often at the bottom of their list of priorities. Marketing experienced long delays in publishing new content to the site, with press releases often taking up to six weeks to be published.

“The Clickability team treated me like I was the only customer while I was there and throughout the whole experience. Everyone I’ve worked with has been extremely easy to work with, which makes my life a lot easier—I couldn’t be happier”

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RelayHealth also wanted to update the website to incorporate more interactive media, such as videos, which would be difficult to implement on the hand-built site. The company wanted to empower Marketing to own the content on the website and maintain up-to-date marketing messages, without involving IT.

Caldwell had used other CMS platforms, but his experiences with them with regard to speed of deployment, maintenance and integration, as well as the user experience, had not been optimal. While searching for a WCM solution for RelayHealth, he came across Clickability through a colleague and included the company in his evaluation of WCM vendors.

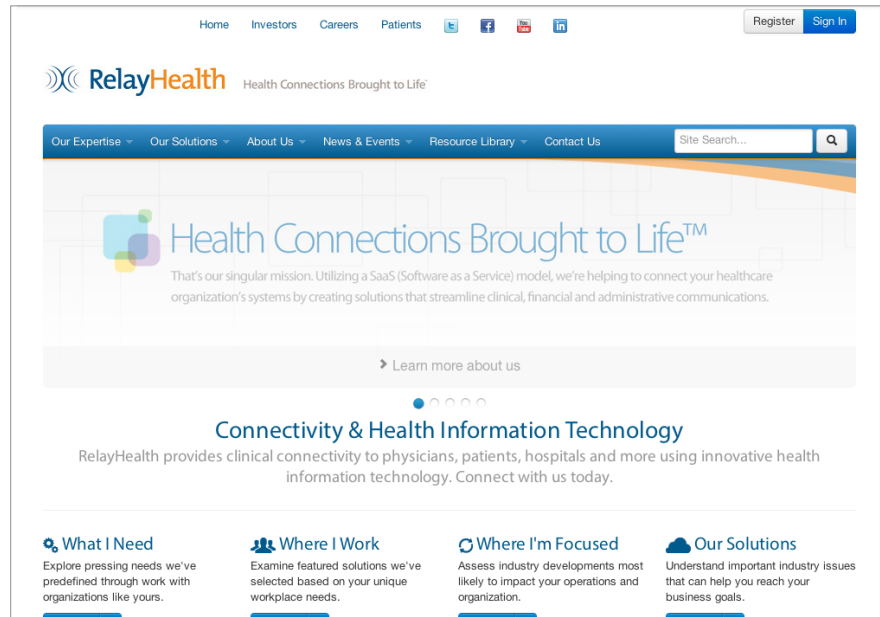
Solution

After a thorough evaluation of WCM vendors, RelayHealth chose Clickability. Clickability includes highly configurable, pre-developed website templates based on best practices gleaned from dozens of prior B2B website implementations. The company liked the SaaS delivery model, as well as Clickability’s faster implementations, as RelayHealth needed a new site up and running in two months.

Clickability’s rapid implementation methodologies and pre-configured templates helped RelayHealth achieve its aggressive timeline. Clickability’s Velocity templates enabled the company to add content quickly, with users adding content almost from day one. Caldwell also appreciated the flexibility of Clickability, which allowed him to add more advanced features after the initial implementation. “I’ve worked with many different CMS products in my career,” says Caldwell, “and this was the easiest implementation I’ve ever done.”

RelayHealth now has five editors and two approvers working on the site, all from the Marketing team, freeing developers to focus on more strategic projects. After just a half hour of training, users can now create, edit and publish their own content—with no IT involvement.

The primary goal for the new RelayHealth website is the creation of strong lead generation capabilities. Integrating the website with their marketing automation system, Marketo, was essential, as was ensuring the RelayHealth Sales team had input into the lead generation approach on the website. The Sales team is now actively involved with the website, defining content needs and advising on lead scoring in Marketo. Currently lead generation landing pages are in Marketo, but going forward the company plans to use Clickability landing pages to streamline content authoring and reuse.



Clickability enables RelayHealth to incorporate more interactive media, such as videos, into their website easily.

Benefits

The fact that Clickability sites are delivered via a SaaS delivery model is a significant benefit to RelayHealth, as there are no development and test environments to implement and no hardware to setup or maintain. Though RelayHealth has tremendous technical resources and could host and maintain its own website, Caldwell and the rest of the team like that their technical personnel are freed from the burdens of website maintenance and can focus on other projects. And Marketing now owns website content itself and can keep content and messaging fresh and up-to-date, with no waiting for IT to update the site.

Caldwell found Clickability support and services personnel helpful and capable. "The Clickability team treated me like I was the only customer while I was there and throughout the whole experience," says Caldwell. "Everyone I've worked with has been extremely easy to work with, which makes my life a lot easier—I couldn't be happier."

About Clickability

Clickability, a product line within Upland Software, is a leading software-as-a-service (SaaS) Web Content Management platform (WCM). We enable marketers and online publishers to efficiently create, manage and publish content globally to any device; track and personalize visitor experiences; and implement web-based branding, social media, and demand generation campaigns. Our easy-to-use platform offers comprehensive, constantly advancing capabilities that empower customers to successfully execute their digital strategies with agility. As a result, they can rapidly create and deliver dynamic digital content experiences that boost their brand, increase engagement, and drive conversions.

More information is available by calling
+1.888.352.9682 or visiting

www.clickability.com

Results

RelayHealth expanded its relationship with Clickability and implemented Clickability Website Marketing Acceleration (WMA) solution in order to implement a progressive profiling strategy using gated content and to provide more targeted experiences to site visitors. Caldwell wanted to take advantage of Clickability's multi-site support to move content from disparate RelayHealth sites into a single platform, as well as to use Clickability to create campaign microsites. "My goal is to establish Clickability as the website technology platform for all of our sites," says Caldwell. "Clickability removes the technical challenges from the equation, enabling you to focus on what differentiates your company—your content," says Caldwell. "Everything with Clickability has been very easy—easy process, easy technology."