

## BAYLOR HEALTH CARE SYSTEM

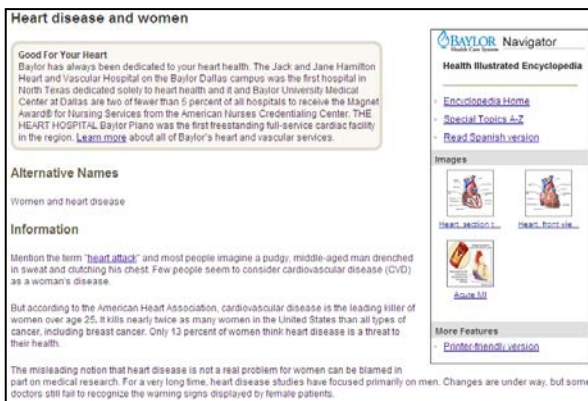
### BACKGROUND

Baylor Health Care System is a faith-based, not-for-profit, 13 hospital system based in Dallas, Texas. The system employs over 17,000 individuals and is consistently ranked in the U.S. *News & World Report's* "America's Best Hospitals" guide.



### CHALLENGE

Baylor realized that it served an increasingly involved consumer population and wanted to provide the community with advanced health information and tools through its web site. The health system also knew that it was in a competitive market and sought methods to further engage this population while differentiating itself.



### SOLUTION

In 2004, Baylor selected A.D.A.M.'s online health content, which today includes consumer-oriented health information, in English and Spanish, on more than 3,600 medical topics as well as over 3,000 illustrations.

Baylor realized that consumers often come to its web site to learn and if necessary, take the next step toward seeking medical care. In line with this

knowledge, in 2008, Baylor added A.D.A.M.'s Embedded Messaging solution to its web site further linking consumers to action. Embedded Messaging is search engine optimized, customized content, about Baylor and its services within the A.D.A.M. reference library topic areas. Through customized branding and Embedded Messaging, Baylor was able to achieve a seamless look and feel with the remainder of the web site.

Also in 2008, Baylor enhanced its web presence and launched a brand new site, to attract and retain web site visitors while helping visitors understand their care needs. The new site included additional A.D.A.M. solutions, including Symptom Navigator, Health Risk Assessment tools, and Drug Tools in English and Spanish.

In 2009, A.D.A.M. and Baylor collaborated on an innovative mobile device strategy as Baylor began offering the Symptom Navigator for the iPhone, a new A.D.A.M. product. The Symptom Navigator for the iPhone is a state-of-the-art interactive web-enabled mobile application that allows consumers to better understand a condition and when to seek care. The solution includes Baylor branding and is designed to drive consumer traffic to the Baylor web site.

## **BENEFITS**

The health system believes in the strategic value of the web site and in consumer directed healthcare, where consumers are provided with the health information and tools to make informed choices.

Since the August 2008 launch, Baylor has seen an increase in web site visitor volume and web site visitor length of stay is up.

“Consumers are continually coming to the Baylor web site seeking quality health information and tools,” said Patty Reupke, director of consumer relationship marketing, Baylor Health Care System.

The reference library health content was provided to Baylor in an XML self-hosted format allowing the organization to receive continuous updates through the TransADAM technology while allowing the health system to implement and manage the content on-site.

## **ABOUT A.D.A.M.**

A.D.A.M. (Nasdaq: ADAM) is a leading provider of health information and benefits technology solutions to healthcare organizations, employers, benefits brokers, consumers, and educational institutions.

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