

NORTHSIDE HOSPITAL

BACKGROUND

Founded in 1970, Northside Hospital is a three hospital health system with 26 outpatient facilities. The system is primarily known for its maternity services and in 2006 had 18,600 births, more than any other hospital in the nation. The three not-for-profit hospitals located in the Atlanta area have a total of 606 licensed beds, a staff of nearly 1,900 physicians and have approximately 700,000 patient encounters per year. All Northside hospitals are full-service, acute-care facilities that offer particular expertise in maternity services, women's health, cancer care, surgery and radiology.



CHALLENGE

Historically, the hospital system relied on their physicians to provide health information to patients during office visits. The Northside marketing team knew that the Internet could become a significant health resource destination for the Atlanta community and a means to drive more traffic to the hospital's website. As the nation's largest maternity hospital, Northside needed to expand its branding and expose its other areas of expertise, including cancer treatment and surgical expertise, to the community. With limited marketing department resources, the team had been tasked with creating patient education handouts to promote key service lines. However, the task of creating health information in-house, keeping the information up-to-date, and ensuring the appropriate literacy level proved to be a difficult process.

SOLUTION

In April 2007, Northside chose to license their health information rather than continue to create and maintain their own. They selected A.D.A.M. health content and tools and today use the reference encyclopedia, the Pregnancy Center, and QuickSheets, a patient education solution. A.D.A.M. was selected due to the breadth and depth of content, the illustrations, ease of readability, outstanding references from well respected hospitals, and URAC accreditation, which ensures regular updates to the content.

The reference encyclopedia includes information on over 3,600 medical conditions, over 3,000 illustrations and covers key surgeries and cancer-related topics, which is critical for Northside as the hospital performs more surgeries per year and diagnoses more newly diagnosed cases of cancer than any other hospital in Georgia. The Pregnancy Center is an award-winning, interactive reference source with articles, animations, calculators, and newsletters. The industry leading Pregnancy Center covers information from before pregnancy, a weekly pregnancy update during the nine month cycle, and baby's first weeks. QuickSheets provides patients with the information they need before, during or after visits and covers hundreds of medical topics. The sheets are available to staff online and each can be printed out for use during an appointment, or e-mailed before or after office visits. The sheets allow providers to include their own notes, along

with optional physician contact information, while promoting the facility with the Northside logo on every handout.

BENEFITS

The A.D.A.M. content has added thousands of pages to the Northside website, attracting and retaining website visitors while increasing traffic volume as a direct result. In a recent independent study, Northside was reported as the most visited website in Atlanta. Additionally, the content helps Northside's brand as the health system is further seen as a trusted source of health information in the community.

"The A.D.A.M. health content is seen as actionable health information and we often see on-site patients reference what they've learned on our website," said Diane Clancy, Manager of Marketing & Public Relations, Northside Hospital. "We develop a relationship with our patients and even use the A.D.A.M. content in our newsletters to help maintain that relationship," she added.

The physicians and other caregivers in the health system also like the QuickSheets product, which the physicians customize, and store as a favorite for easy access. In the future, Northside hopes to continue to seamlessly integrate the A.D.A.M. solutions into the website while further promoting actionable information and an ongoing relationship with the health system's patients.

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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