

ST. MARY'S OF MICHIGAN

BACKGROUND

Founded in 1874, St. Mary's of Michigan is one of the oldest hospitals in the state with 268 beds serving a 10 county region and beyond. A leader in innovation, the hospital performed the region's first open heart surgery in 1984 and was also the first in the region to offer a comprehensive cancer treatment center which now boasts the two most advanced radiation treatment technologies in the world; CyberKnife and TomoTherapy®. In addition, St. Mary's was first in the region to acquire the da Vinci® robotic surgery system, which is used for prostate removal, hysterectomies and various cardiac procedures.



St. Mary's of Michigan is an acute care hospital that specializes in the neurosciences, trauma, cancer, orthopedics and cardiac services. It is an ACS Certified Level II Trauma Center as well as a Primary Stroke Care Center which is aided by FlightCare, an air ambulance service which transports patients across the entire state.

St. Mary's of Michigan is a member of Ascension Health, the nation's largest Catholic, non-profit health system with more than 105,000 associates serving in 20 states and the District of Columbia.

CHALLENGE

St. Mary's of Michigan wanted to promote its leadership position in the community while differentiating itself from other hospitals in the region. The organization believed that consumer health content would be a valuable resource to their audience, and sought a solution that had significant breadth, depth and quality. They also wanted content that effectively addressed the population they served, which often included individuals with chronic conditions and people who require highly advanced or specialized medical care.

SOLUTION

In 2006, St. Mary's of Michigan selected A.D.A.M. as its exclusive provider of consumer health content on its site, and today offers web site visitors the A.D.A.M. consumer health library, wellness tools and service line specific information from the women's center.

A.D.A.M. was selected for the following reasons:

- A.D.A.M.'s content and illustrations are URAC accredited, which means they comply with strict quality, peer-review and enhanced health content standards
- A.D.A.M.'s outstanding reputation in the industry

- A.D.A.M.'s Catholic filter, which customizes the content to exclude articles (such as contraceptives or stem cell research) that may not be compliant with the hospital's religious and ethical directives
- Ability to host the content on their own server for flexibility and customization
- The competitive price and high associated value

A.D.A.M.'s consumer health library includes articles covering conditions, procedures, treatments, surgeries, tests and more, as well as highly-detailed medical illustrations. The interactive wellness tools engage patients while helping them better understand their health, and the pregnancy center and women's center allow the hospital to provide service area specific information on their web site.

The solutions have been seamlessly integrated into the hospital's web site, and A.D.A.M. articles help the hospital offer visitors health information on multiple pages of the site. For instance, the most relevant health articles can be pulled up in the right hand navigation when searching for a physician with an associated specialty. Health articles also feature customizations such as the ability to readily print, e-mail or provide the hospital with feedback on the article.

BENEFITS

Before the addition of the A.D.A.M. content, the hospital's web site included just 285 web pages. By adding A.D.A.M. content, the hospital was able to increase their total site pages to 3,754. The result was not only a sustained increase in external visitors through search engine optimization, but an increase in internal visitors as a result of nurse usage and a direct link from the hospital's Intranet.

"The staff finds great value in the consumer health library solution. Our nurses frequently provide the articles to patients as part of their daily workflow," notes Christine Bergman, Marketing Manager, St. Mary's of Michigan.

"The A.D.A.M. health content and tools support our vision and mission, reflect our reputation and status, and allow us to be viewed as a trusted source of health information in the community," added Bergman.

The organization also uses the content in e-newsletters to current and prospective patients, further saving their marketing staff time and money while providing the community with credible information.

"I've enjoyed working with the team at A.D.A.M. - from client services to our client relationship manager. They are creative, enthusiastic and listen to our comments and feedback. They help us take our efforts to the next level," said Ken Hayes, Webmaster, St. Mary's of Michigan.

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.

For more information, call **1.800.755.ADAM** or visit **www.adam.com**