



CUSTOMER STORY

Delivering a Next-Gen Web Solution for Maxim Healthcare Services

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As the healthcare industry faces unprecedented disruption, many businesses are digitizing their services and transforming their online platforms to stay competitive. Maxim Healthcare Services, a US provider of a comprehensive suite of healthcare services, needed to consolidate its own various websites to deliver one cohesive digital experience for patients, families, health systems, schools, corporations and government entities.

Within eight months, EPAM leveraged its Sitecore experience to launch a brand-new, modern website that is optimized for mobile, intuitive and engaging, as well as easy to manage for Maxim staff. The new web solution has resulted in increased web traffic, average session duration and average time on page by one minute year-over-year.



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DISPARATE SITES MAKE WEB MANAGEMENT CHALLENGING & EXPERIENCE INCONSISTENT FOR USERS

Prior to the engagement, Maxim had 20+ siloed websites to serve their large and diverse audience of potential and existing patients, families, schools, corporations, government entities and health systems. All these websites were time-consuming for staff to manage, had inconsistent branding and messaging, and lacked mobile and search optimization.

Maxim turned to EPAM to help consolidate its websites, replace its existing content management system (CMS), and provide an architecture that was easy to use and maintain. Ultimately, Maxim needed a web platform that enabled them to build life-long relationships with their broad target audience through engaging and interactive content.

The main objectives for the project were to:

- Improve Maxim's digital presence through mobile
- Simplify the process for job seekers looking for and applying to positions
- Enhance the experience of job seekers and others who want to learn about Maxim
- Deliver a positive, cohesive experience across all digital touchpoints to amplify the brand
- Drive higher website traffic through SEO
- Accelerate content delivery by allowing non-IT personnel to manage the site
- Build a scalable platform to support the growing business and technology demand



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A NEW, CONSOLIDATED DIGITAL EXPERIENCE POWERED BY SITECORE

EPAM selected Sitecore CMS as the leading technology to deliver on Maxim's objectives, creating a new website that offers the following features:

- A single repository of job listings through integration with seven internal applications and content synchronization within Sitecore's content tree
- Ability to send job, compliance, client, patient and billing inquiries to the appropriate Maxim team
- Dedicated office pages and office location details pulled from an internally-developed application that is synchronized with Sitecore's content tree and uses the Google Map API to display locations on a map
- Pay My Bill feature for users to easily make invoice payments
- Consistent and engaging branding with Maxim's new logo, styles and colors
- Consolidated web traffic reporting through Google Analytics
- Integration with Microsoft Azure CDN to pull media images as proxy as well as LinkedIn and Facebook to display client's posts on the website
- Maxim's custom-built API allows website integration with other tools
- Optimization on mobile to ensure the same engaging experience across channels

TECHNOLOGY STACK AT A GLANCE

Sitecore XP 8.2

Sitecore xDB Cloud

Microsoft Azure PaaS and CDN

Solr Provider

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WEB TRAFFIC RESULTS SHOW AN IMPROVED & ENGAGING USER EXPERIENCE

With the new web solution fully implemented within eight months, all 20+ of the previous websites were consolidated to allow for easy management of content and a true content governance policy. Maxim has received feedback from users that the site is easy to navigate, cohesive, interactive and represents the brand well. Maxim staff, including content editors and the IT department, have found that the new solution makes the content more manageable and easier to maintain.

Maxim has also reported the following web results with the new solution:

- On average, users are viewing three more pages on the current site compared to the old site
- The average time spent on each page has increased by one minute year-over-year
- Web traffic has increased each month from March through June 2018

"Maxim's website transformation brings so many opportunities to better serve our various constituencies who rely on our care and services,"
says Jarrod DePriest, Senior Vice President of Operations,
Maxim Healthcare Services.

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ABOUT MAXIM HEALTHCARE SERVICES

As a national provider of a comprehensive suite of services, Maxim Healthcare Services, has been making a difference in the lives of employees, caregivers and patients for 30 years. Maxim offers services including home healthcare, behavioral care, healthcare staffing, personal caregiving, and population health and wellness. Maxim's commitment to customer service, compassionate patient care, and staffing experienced healthcare professionals has made the company an established resource in the healthcare industry.

ABOUT EPAM

EPAM has been a certified Sitecore Platinum Partner since 2007. Serving 50+ customers across 100+ projects, EPAM's 50+ Certified Sitecore developers include 11 total Sitecore MVPs. In addition to its Sitecore expertise, EPAM works with leading healthcare organizations to help them navigate the changing landscape and deliver end-to-end experiences that speed time-to-market while also integrating back-end systems. EPAM was recently listed as a vendor in Forrester's "Now Tech: Professional Services for Digital Health Transformation, Q2 2018" report.

QUESTIONS?

Contact us at Sales@EPAM.com
or visit us at EPAM.com

