



Preparing for the Future: Baptist Health's Digital Transformation to a Unified Online Presence

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- As Senior Vice President of Digital, Matt oversees the Advertising, Analytics, SEO, Content and Creative Services departments at MoreVisibility, a full-service digital agency. He is responsible for ensuring the long-term success of the agency's clients' digital marketing efforts. Matt has developed and helped lead digital marketing strategy and transformation for many healthcare organizations and is also a frequent guest speaker and industry thought leader.



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- Jackie De La Flor is the Director of Digital Web Experience at Baptist Health South Florida, where she leads the vision and evolution of the health system's website. With 14 years of experience in digital strategy, user experience, and design, Jackie is dedicated to creating digital platforms that serve patient and physician audiences, creating seamless and supportive digital journeys that connect people to care.



Baptist Health



Piecing Together the Pineapple: Our Unified Identity

From
Fragmented



To **Unified**



Today's Agenda

1. Where we came from
2. Brand & perception challenges
3. Website organization challenges
4. A new vision for the future
5. The changes we made
6. Results we achieved
7. Lessons we learned

Learning Objectives

1. Better organize your website navigation and content to align with modern healthcare consumers.
2. Better leverage web analytics data to identify website improvement opportunities and assess the impact of website changes.
3. Learn how to keep patients (and potential patients) at the center of your content and SEO strategy.

The Purpose of the Pineapple



Back in 2018, Everything Was Going Well

We Were Growing and Our Footprint Was Broadening



But... We Started to Be Perceived as a
Collection of Entities and Not as
ONE Baptist Health



We Noticed a *Change* in Brand Perception

Traditional

Disjointed

Transactional

Fragmented

Confusing

Good for Sick Care Only

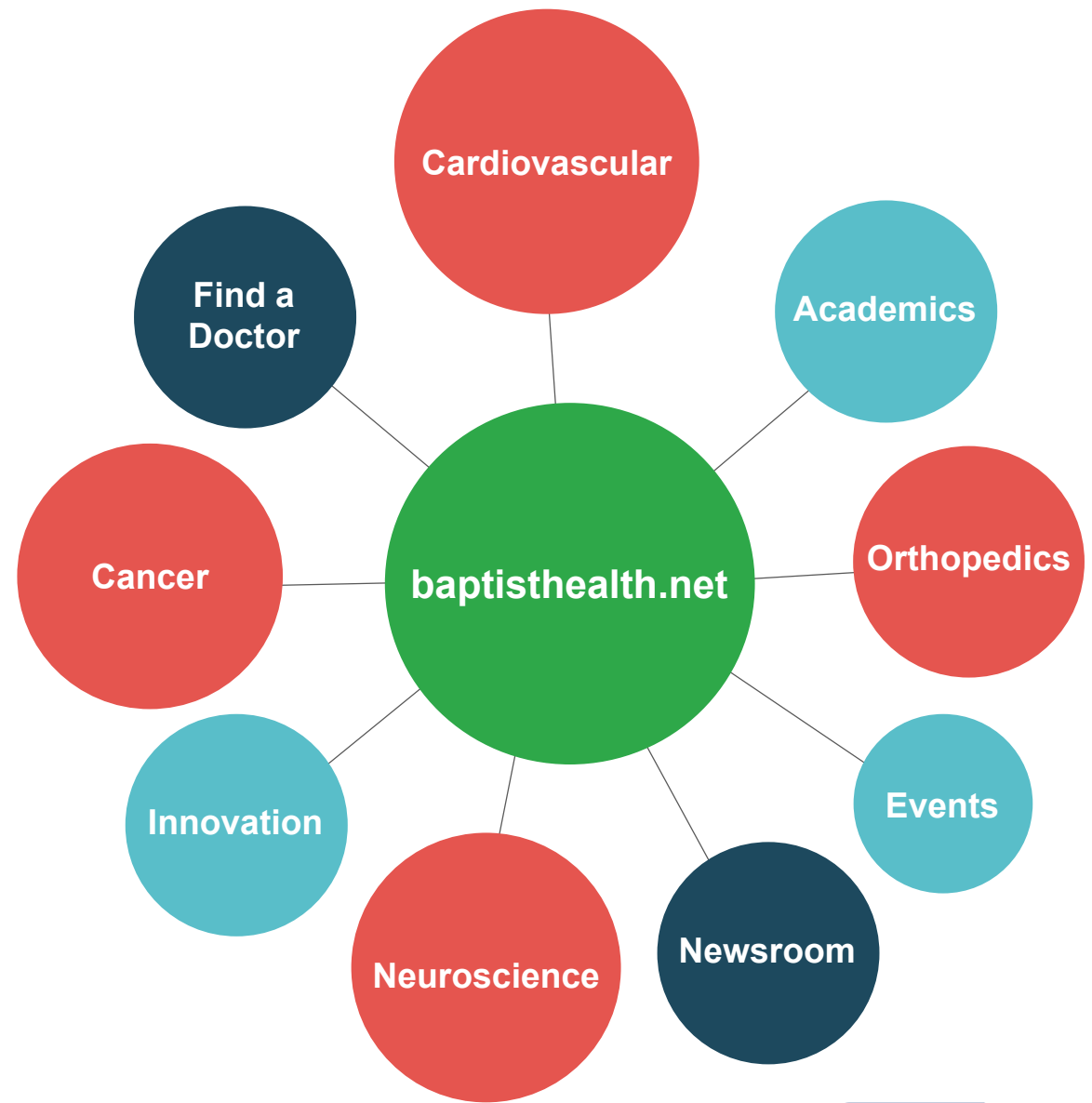
Overly Complicated

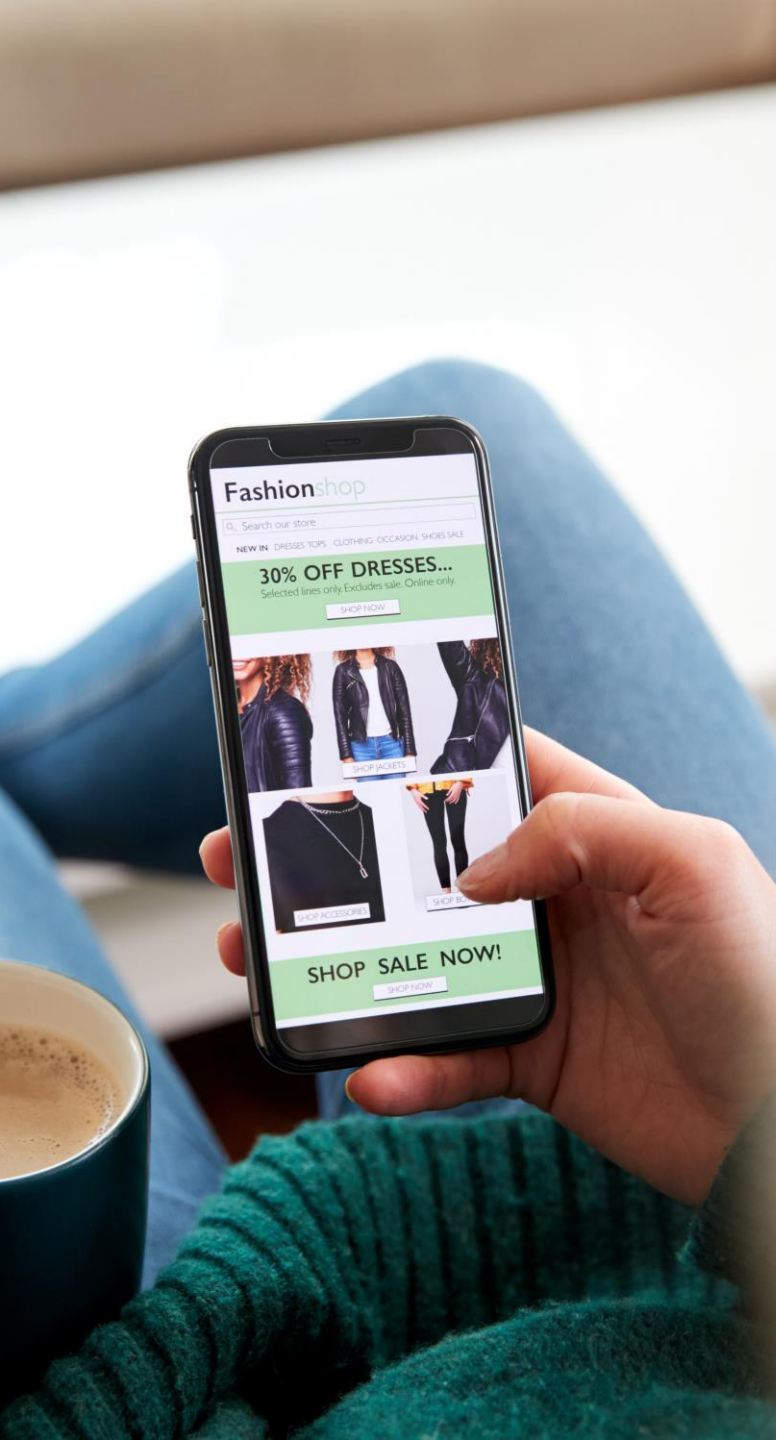
Consumer Preference & Expectations Were Also Rapidly Changing

Great CX sets the stage for great PX. People don't distinguish between different touchpoints—the patient experience (PX) is one continuous journey that starts long before any face-to-face, clinical interaction. Before someone steps through your doors, **how easy it was to find care and book an appointment influences their perception of the overall experience.**

(Daniels, 2023)

The Website Reflected our Brand Growth and *Perception*





At The Same Time, We Saw Opportunities

**Unify brand
experience to a
single,
simplified web
experience**

**Create a
seamless
navigation
experience for
patients**

**Long term SEO
success by
consolidating
SEO signals to
one domain**

**Easier
monitoring and
maintenance**

What Should We Try to Achieve?

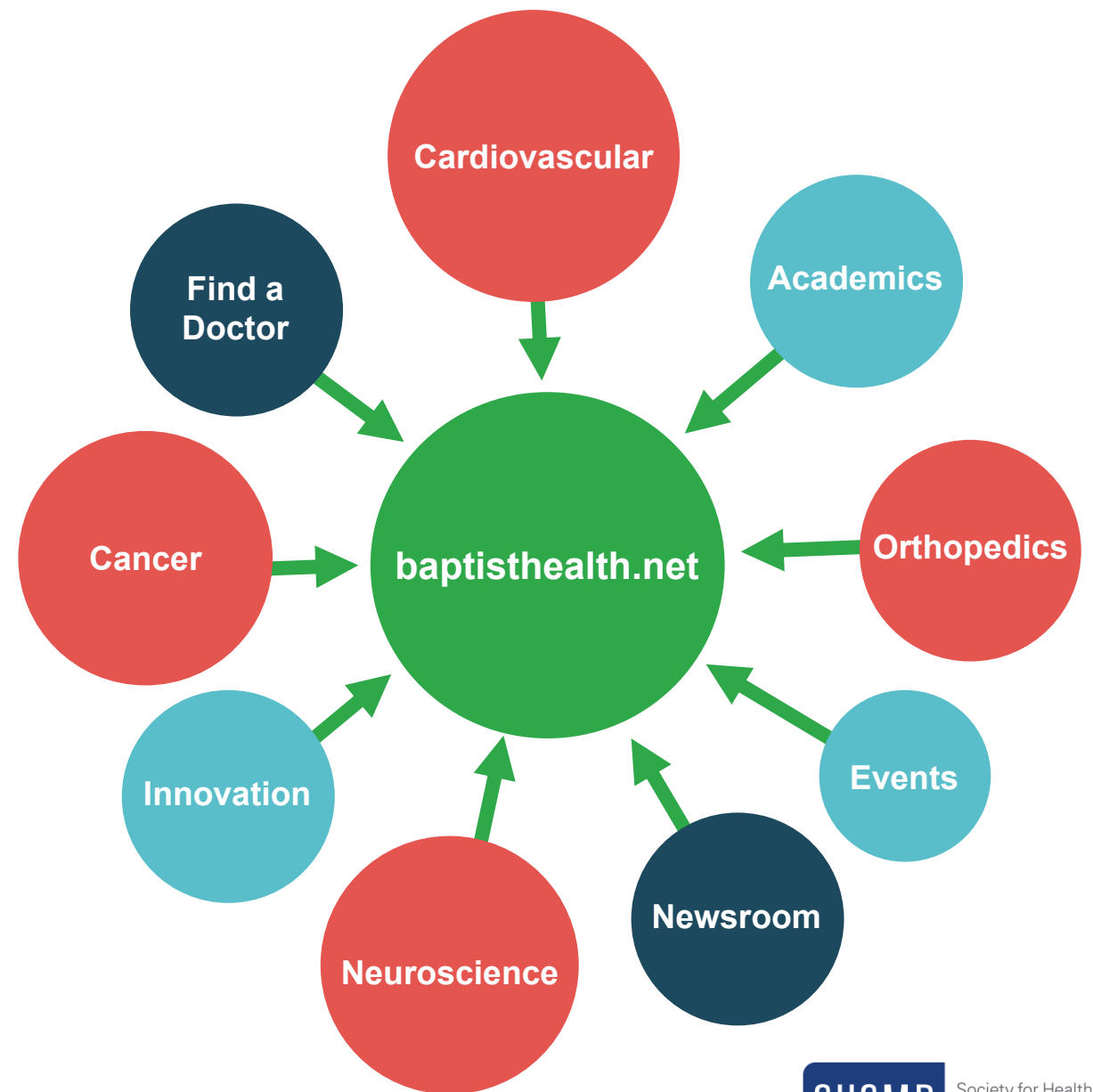
Become ONE Baptist Health,
revitalizing our brand for the future

Clear

Simple

Intuitive

**A Single Domain
Strategy Would
Unify the Brand
Experience into a
Single, Simplified
Web Experience**



Sub-domains can be great for:

**Separating
Experiences
Between
Service Lines
or Brands**

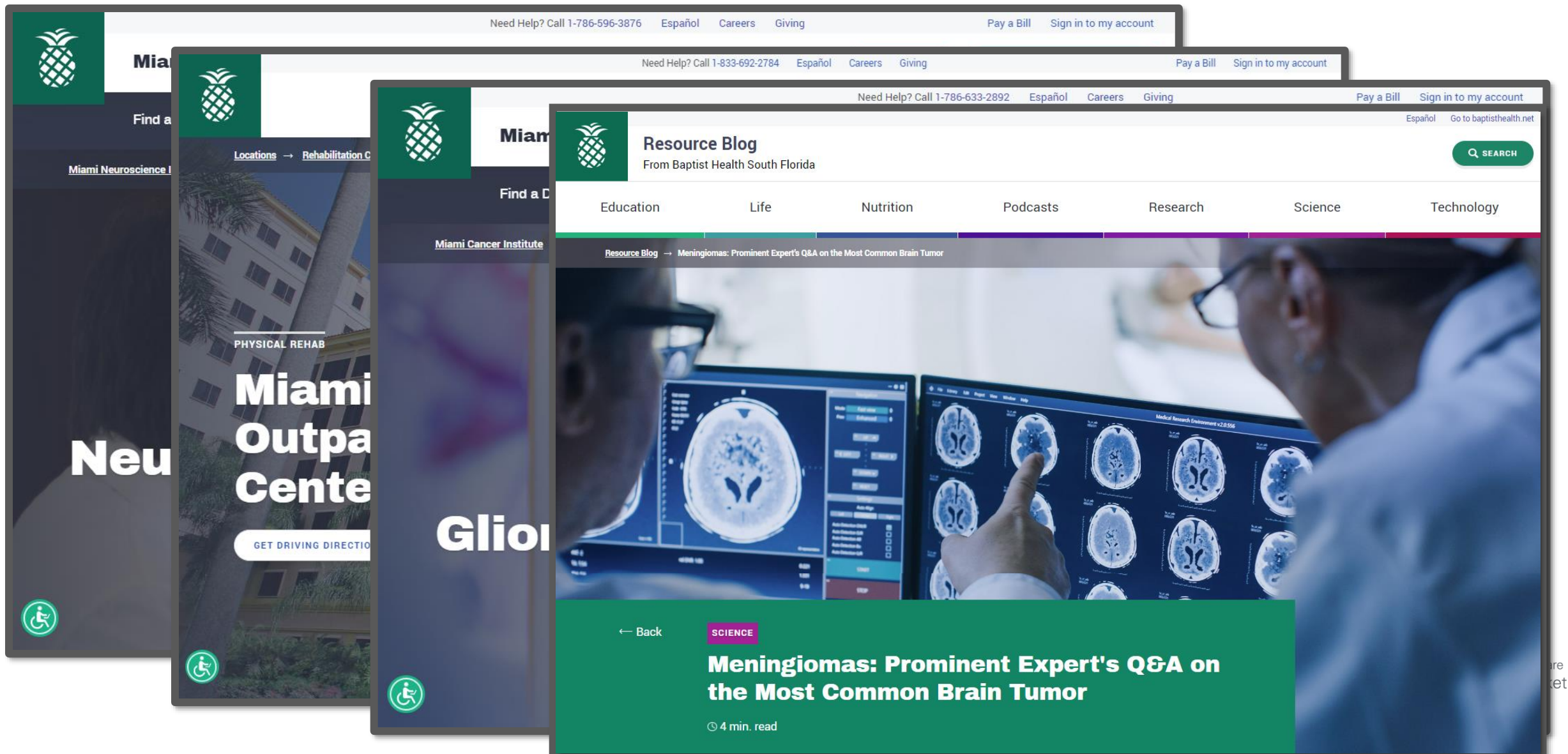
**Isolating
Authority on a
Divergent
Topic**

But not for:

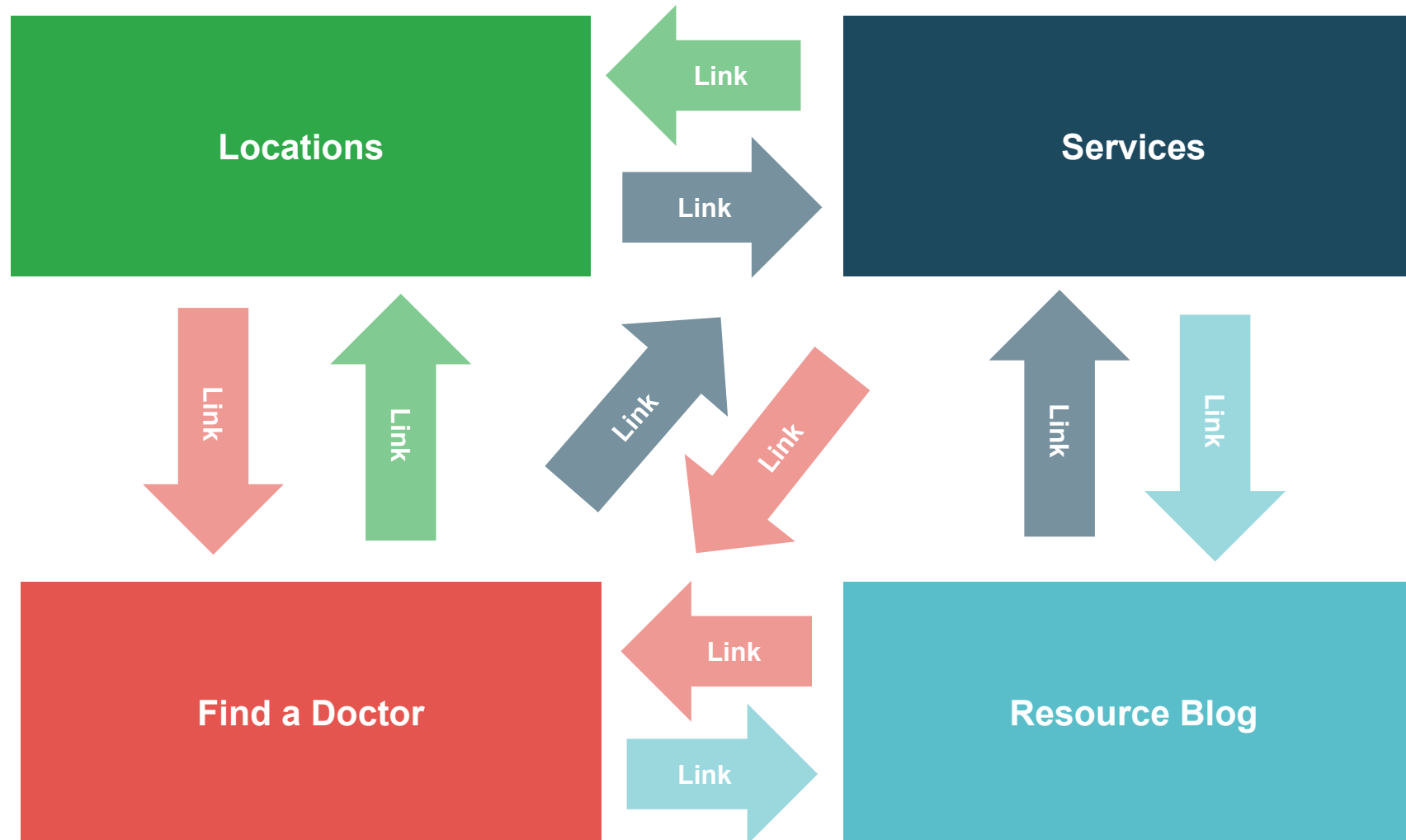
A Unified Brand Vision

**A Single, Cohesive and
Centralized Network of Care.**

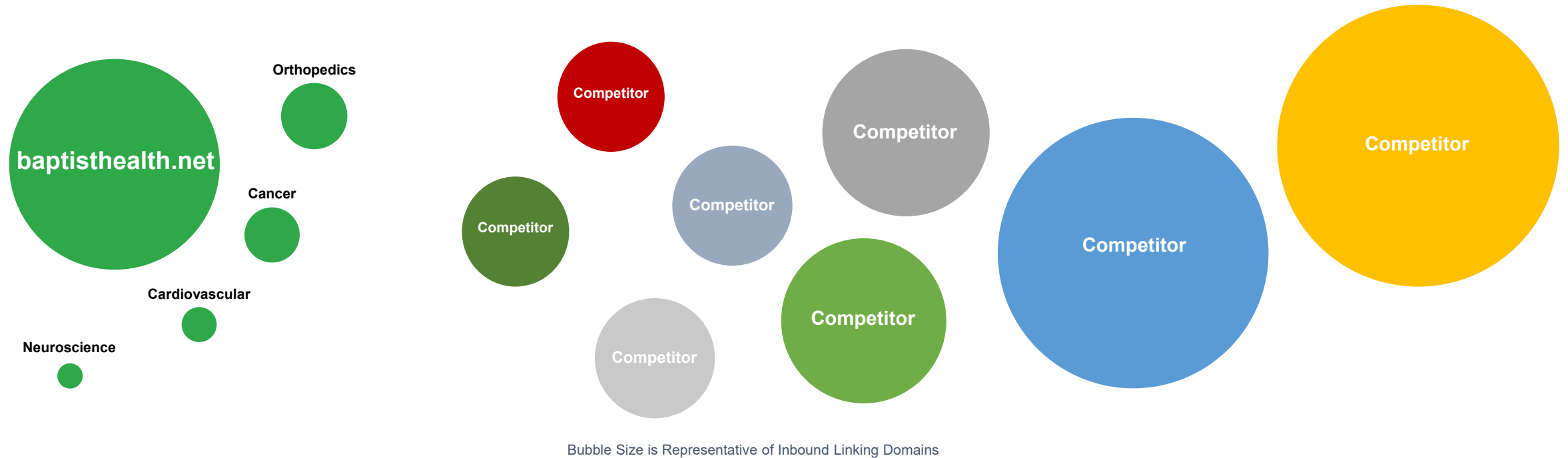
Sub-domains Created a Disjointed UX



A Single Domain Would Lead to a Seamless Navigation Experience for Patients



It Would Help Centralize Our SEO “Authority” for Important Ranking Factors



It Would Provide Easier Monitoring and Maintenance



This Wasn't Going to Be Easy

**Infrastructure
Migration**

**Duplicate Service
Line Content**

**Mismatched Naming
Conventions**

**Inconsistent
Information
Architecture**

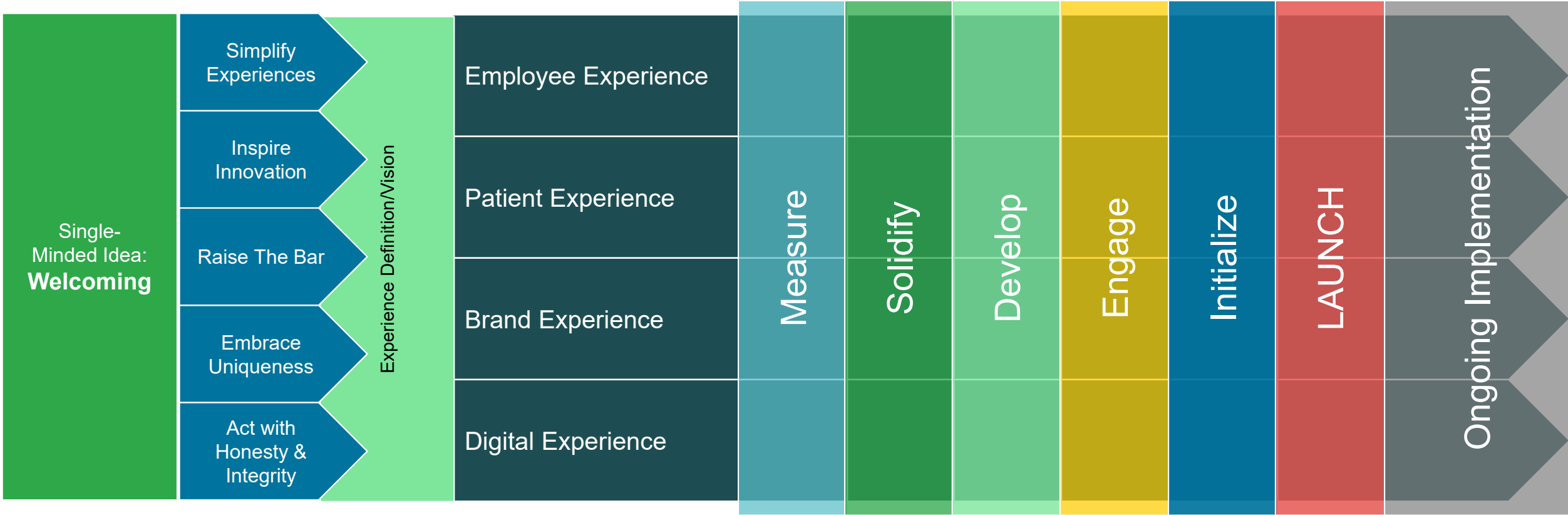
**Multiple Find a
Doctor Instances on
3P Infrastructure**

**And Much, Much
More...**

Migrating Critical Content (Especially Across Domains) Can Have a **BIG** Impact

- Migrating critical content to the main domain requires **significant planning and proper execution** to maintain current SEO performance
- Any changes to URL or domain structure **can result in significant volatility in organic traffic**

The Risks Were Worth It, And They Could Be Mitigated



We Had to Refocus

A solid green square with a thin black border.

Unify

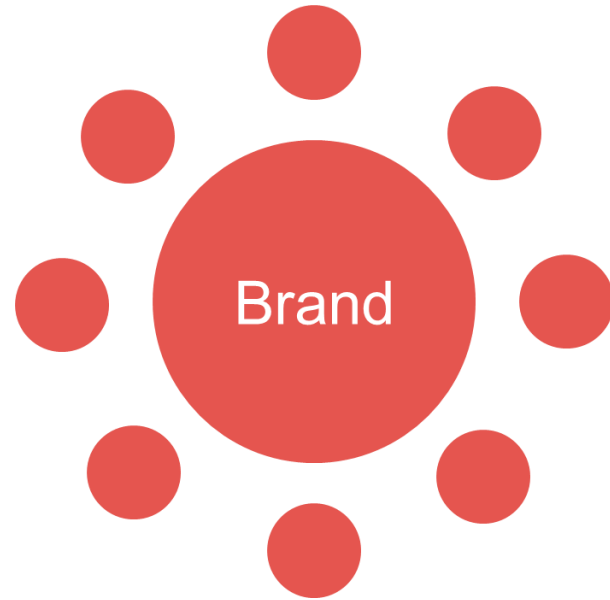
A solid red square with a thin black border.

Modernize

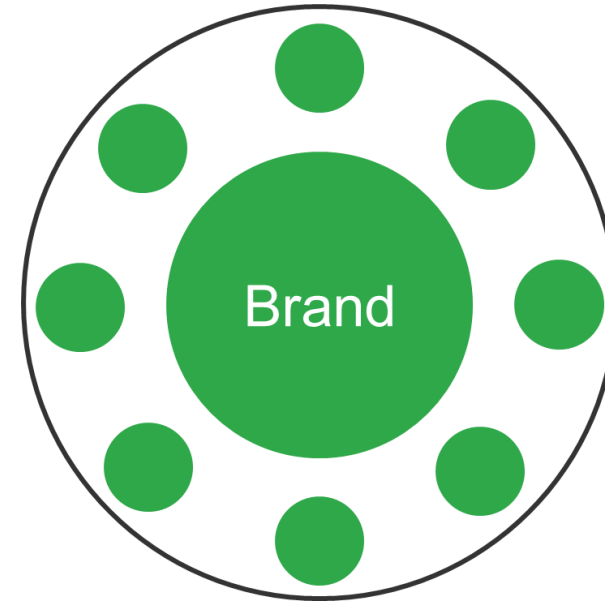
A solid dark blue square with a thin black border.

Humanize

House of Brands



Sub-branded



One Baptist Health, One Domain

A Cohesive Approach to Brand Experience + Patient Experience + Employee Experience

FROM

- Functional service
- Informative content
- Reliable healthcare provider
- Disjointed line of services
- Reactive healthcare
- Traditional brand perception

TO

- **Personal** and human/caring service
- **Inspiring** and informative content and actions
- **Committed** healthcare partner
- **Integrated** brand
- **Proactive** health and wellness
- **Innovative** and modern brand perception

Pilot with a Single Service Line

[Back to Baptist Health](#)[Need Help? Call 1-833-596-3876](#)[Español](#)[Careers](#)[Giving](#)[Pay a Bill](#)[Sign In to My Account](#)

Brain & Spine Care

[Search](#)[Appointments](#)[Find a Doctor](#)[Conditions & Treatments](#)[Our Services](#)[For Patients](#)[For Physicians](#)[About Us](#)[Research](#)

BAPTIST HEALTH BRAIN & SPINE CARE

Welcome to **Breakthrough** Brain & Spine Care.

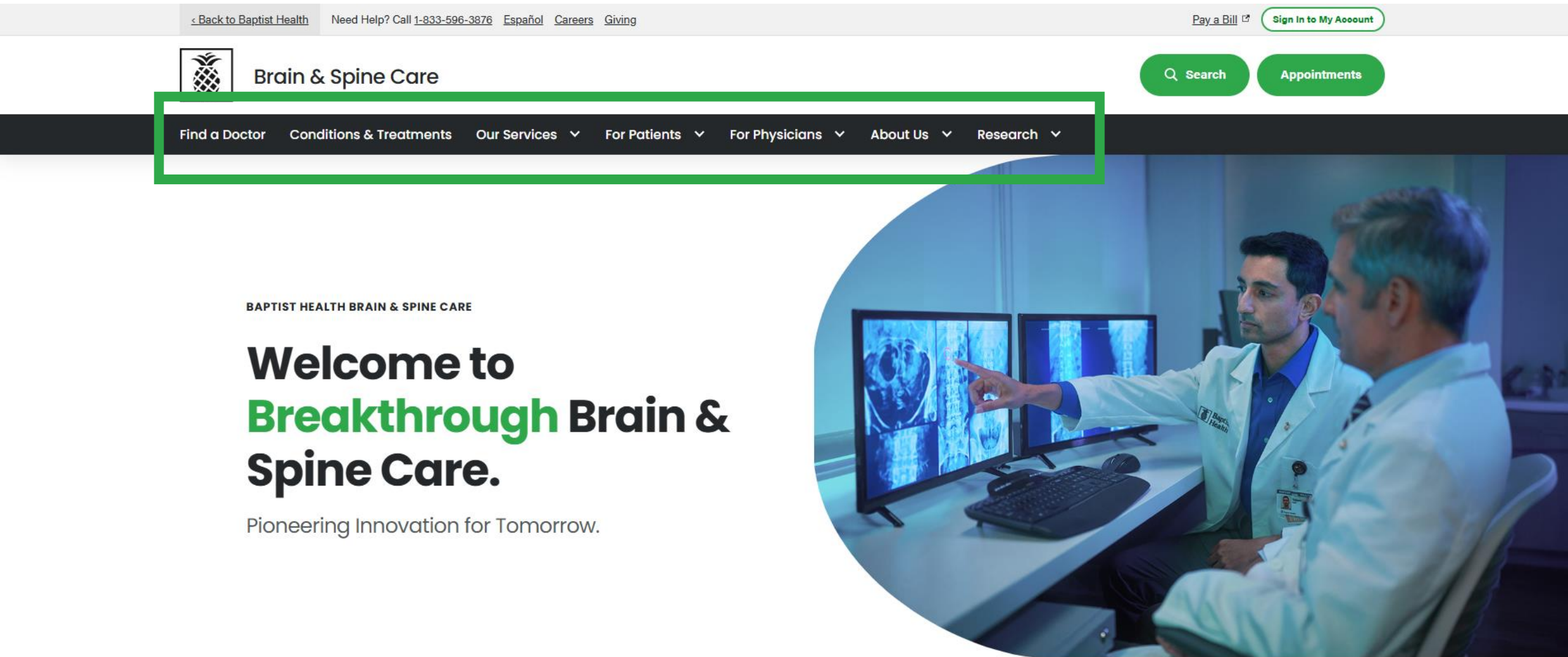
Pioneering Innovation for Tomorrow.



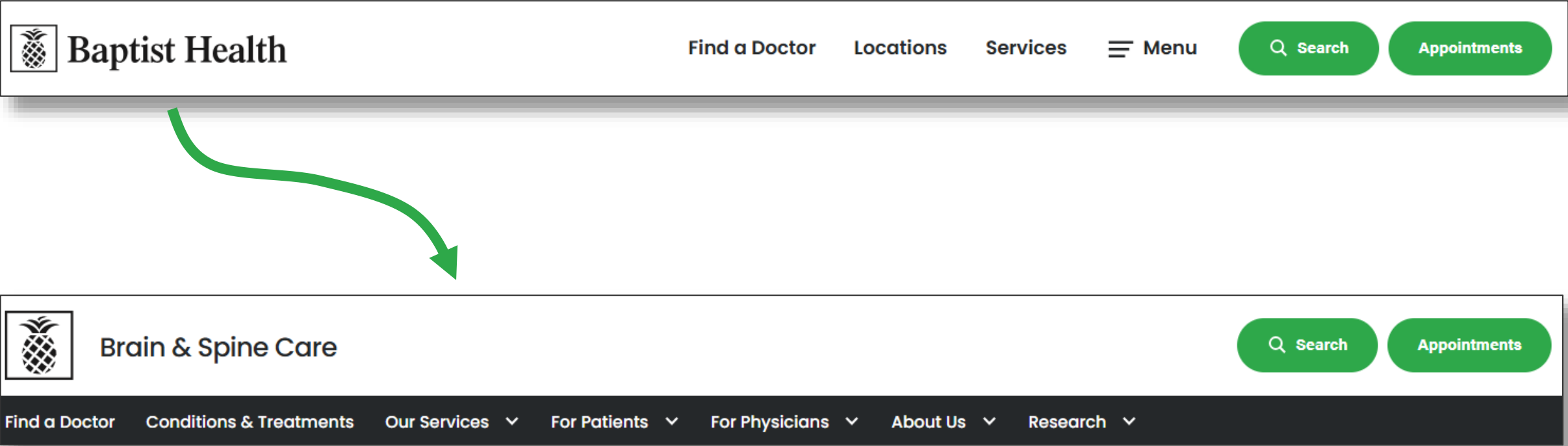
What We Did

Migrate One Sub-domain at a Time

We Also Kept a More Narrow Main Navigation for Each Service Line



We Also Kept a More Narrow Main Navigation for Each Service Line



Let's Talk about Stakeholder Involvement

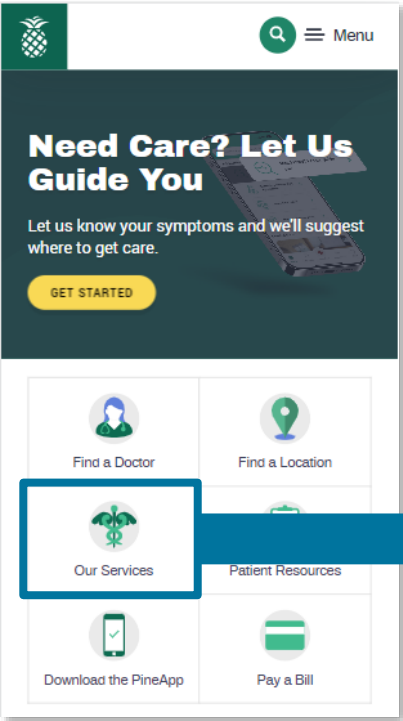
Service line stakeholders
were only asked for feedback
when **absolutely necessary**

Many content updates
were planned for
after the migration

Most of the Subdomains' Content Would Move into the Services Section on the Main Domain

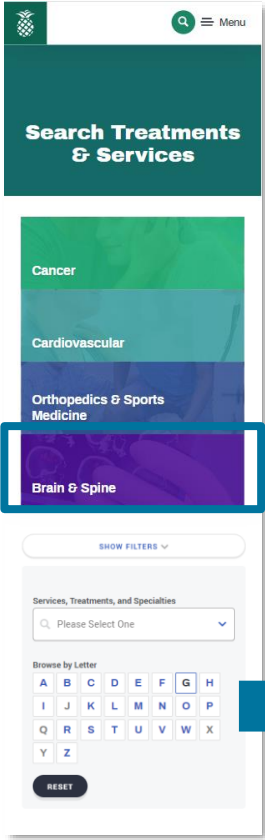
Main Domain Home Page

/



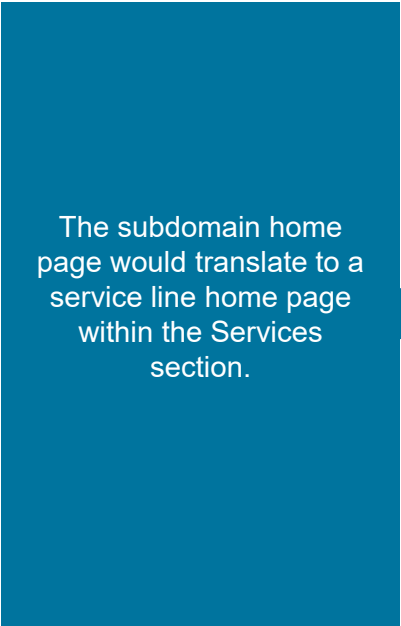
Services

/services/



Service Line Home Page

/services/[service-line-name]



Specialty Pages

/services/[specialty]

- /services/[specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]
- /services/[specialty]/[sub-specialty]
- /services/[specialty]/[sub-specialty]

All Existing Find a Doctor Subdomains Would be Migrated into a Single Folder on baptisthealth.net

doctors.baptisthealth.net

miami-cancer-doctors.baptisthealth.net

miami-cardiovascular-doctors.baptisthealth.net

miami-neuroscience-doctors.baptisthealth.net

miami-orthopedics-doctors.baptisthealth.net

baptisthealth.net/doctors

medicos.baptisthealth.net

miami-cancer-medicos.baptisthealth.net

miami-cardiovascular-medicos.baptisthealth.net

miami-neurociencia-medicos.baptisthealth.net

miami-ortopedia-medicos.baptisthealth.net

baptisthealth.net/es/doctors

And, we Had to De-duplicate Provider Bio URLs

Example:

CURRENT

doctors.baptisthealth.net/provider/
Ana+Cecilia+Botero/1535076

NEW

Page 1 (canonical version)

www.baptisthealth.net/doctors/
ana-cecilia-botero/1535076

Page 2

www.baptisthealth.net/cancer/doctors/
ana-cecilia-botero/1535076

FAD subdomain redirect - provider profiles page example

From:

miami-cancer-doctors.baptisthealth.net/provider/Argenis+Jesus+Herrera+Garcia/2364822

To:

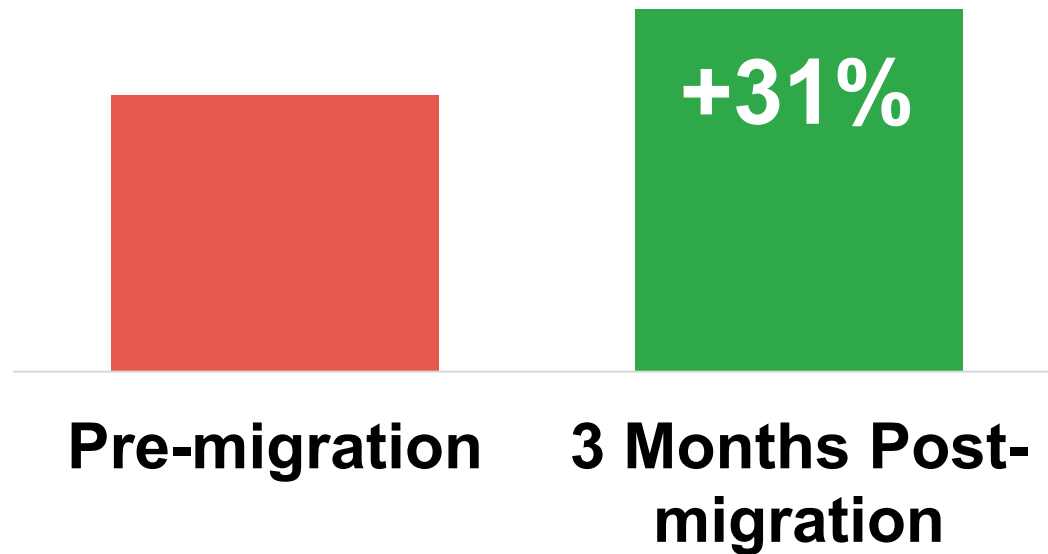
baptisthealth.net/doctors/miami-cancer-institute/argenis-jesus-herrera-garcia/2364822*

Type:

301

Post-migration, Organic Visibility Dramatically Improved

Top 10 Organic Rankings for Target Terms



Overall Results Showed Tremendous Success



**Top 10
Organic
Rankings for
Target Terms**

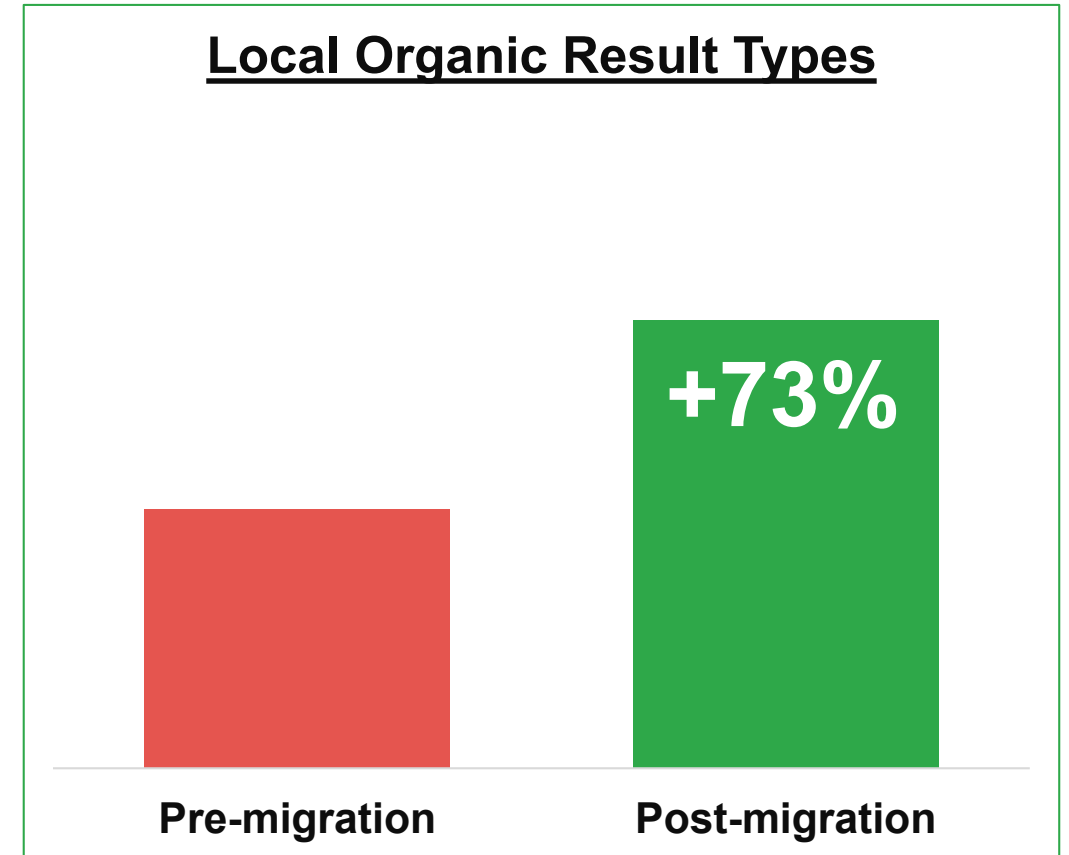
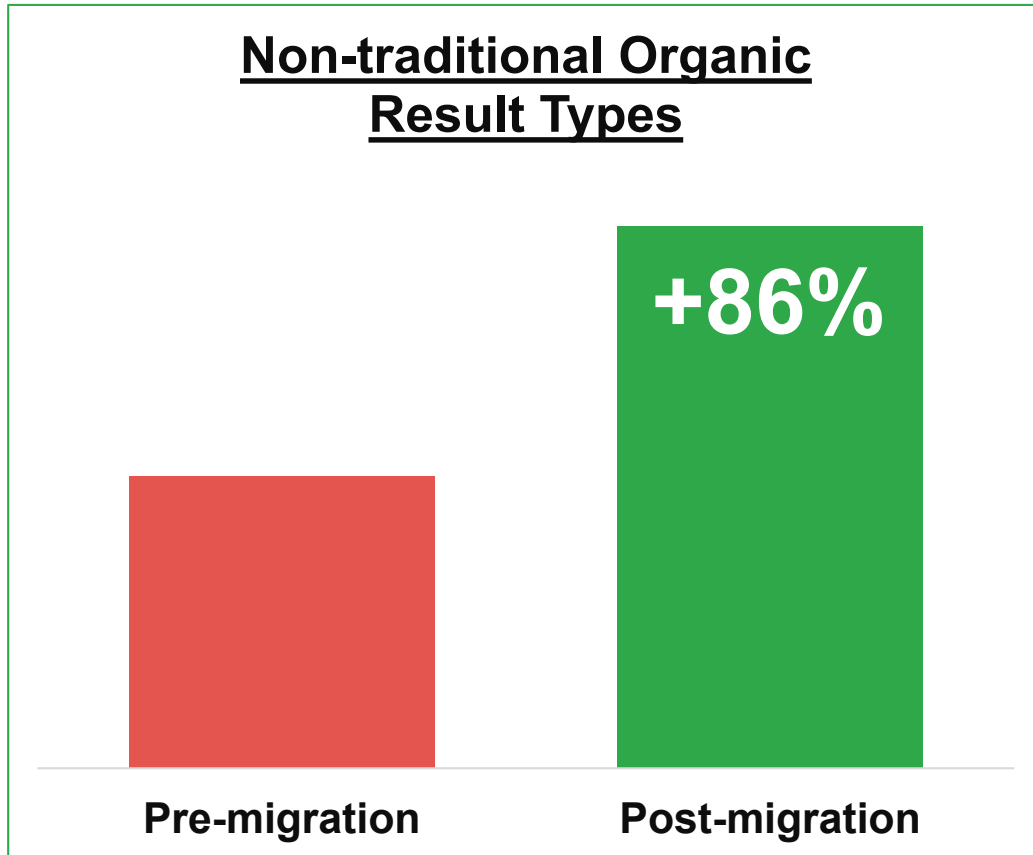


**Organic
Traffic**




**Traffic
Engagement Rate**

We Also Saw Some Unexpected Outcomes




Example Non-traditional Results


Review Snippet For Physician

 Baptist Health
<https://baptisthealth.net>


Giovanni Paralicci, MD
Giovanni Paralicci, M.D., is a board-certified orthopedic surgeon specializing in oncology, adult hip and knee replacements, and ...
5.0 ★★★★★ (124)



Review Snippet For Location


 Baptist Health
<https://baptisthealth.net>

Urgent Care | Brickell
Baptist Health Urgent Care in Brickell provides high quality urgent care services. Open 7 days a week. Walk-in clinic, no appointment needed.
4.9 ★★★★★ (2,158)



FAQ Rich Result

Who can be treated by Baptist Health Executive Health? We provide preventive health services for **individuals seeking concierge-style annual physicals**, whether you live in South Florida or are visiting the area. We offer half-day visits and get you any results the same day.

 <https://baptisthealth.net/services>


Executive Health | Baptist Health

Job Listing Rich Result



Jobs




Follow

Job postingsSaved jobsFollowing



**Medical Assistant, Urology,
\$3,000 Bonus, FT, 8:30A-5P**
Baptist Health South Florida
Boca Raton, FL
via Baptist Health



 13 days ago  Full-time  Health insurance

How Will We Know When We're Ultimately Successful?

**When Someone is Asked This
Question:**

Where do you go for your healthcare?

We will have won if they say

“Baptist Health”

Key Takeaways

1. Strong overall focus on main domain fundamental optimization (technical SEO, performance, content, etc.)
2. Prioritize a patient and visitor-first information architecture
3. Migrate one sub-domain at a time and rigorously follow a defined process
4. DON'T try to update everything before migration
5. Involve service line stakeholders at the right stage but don't leave them in the dark
6. Measure what matters, by stage



Questions?

Please be sure to complete the session evaluation on the mobile app!



Bibliography/References

- Daniels, Chrissy. “Consumer experience in 2023, and its critical role in PX”. PressGaney, 30 Nov. 2023, <https://info.pressganey.com/press-ganey-blog-healthcare-experience-insights/consumer-experience-in-2023-and-its-critical-role-in-px>