Case Study

Nepean Blue Mountains

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WEB DESIGN MAGIC®
SOFTWARE & INTERNET DEVELOPMENT

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Nonprofit, Health

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Background

Nepean Blue Mountains PHN (NBMPHN) is a not-for-profit organisation located in Australia which works to improve health for the communities of Blue Mountains, Hawkesbury, Lithgow and Penrith. NBMPHN does this by working with, and providing support to General Practice and other primary health care providers as well as the many health and non-health stakeholders across the region.

Goals

NBMPHN were tasked with making changes to their organisation in-line with new Government legislation relating directly to all not-for-profit operators in Australia. New Government requirements formed the basis of this project which were accompanied by some other minor changes to improve functionality for the NBMPHN team and community using the website.

Goals for this project included:

- Re-designing the website to represent a new name and branding for NBMPHN
- Upgrading Kentico version 7 to Kentico 8 to take advantage of new features and the improved user interface
- Implementing the ability for staff to schedule newsletter broadcasts at a defined future date
- Providing analytic tools that will assist NBMPHN in improving the user experience on their website for institutions and the community
- Improving the performance of the NBMPHN website
- Establishing a new partnership with a Kentico Certified digital agency to improve support relating to NBMPHN's ongoing custom development requirements

Challenges

The Australian Government were making changes to legislation at a rapid but sporadic rate in relation to not-for-profit organisations. This provided both NBMPHN and the Web Design Magic Team with a challenge because they had to act quickly!

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NBMPHN rely heavily on their website and Kentico's feature set. They utilise a great deal of the out of the box functionality and custom developed components which were previously built by another digital agency. The Web Design Magic Team had to work hard to ensure that all previous custom code and site functionality would work in the new Kentico version.

Finally, Kentico version 7 was great, but it lacked some of the features offered in the new version. The new user interface in Kentico 8 was leaps and bounds ahead and had been noted by NBMPHN as more intuitive and beneficial to the organisation over the previous version.

Solution

The Web Design Magic Team are no stranger to projects with short timelines. While they were waiting for the Government to finalise requirements, work was performed to upgrade NBMPHN to the existing version of Kentico.

In parallel, the Web Design Magic team developed a feature that automatically applies Google Analytics to any newsletter, allowing the tracking of recipient behaviours when clicking through the site.

To finalise the project, the new website was moved to a new hosting provider.

Results

Moving to the new hosting provider has delivered considerable performance increases. The hosting is much more reliable and there is no need to contact the web hosting provider's Technical Support Team anymore because things work as they should.

The NBMPHN team can perform tasks more quickly using the latest version of Kentico. Publishing newsletters has never been so fast and tracking recipient behaviour has provided more insight as to what people are viewing on the NBMPHN website. This has led to the improvement of how the website is written and mapped, making it easier and faster for institutions to locate or update information.

Key criteria for selecting Kentico

NBMPHN depend on the internet to keep institutions and the community informed. This is why they chose Kentico. It's a solid platform providing stability, security and a wealth of features that allow the team to engage institutions and the community effectively with minimal effort.