

DRIVING DIGITAL ENGAGEMENT, AWARENESS AND REVENUE WITH ULTRA-TARGETED HEALTH-CARE CONTENT



Founded in 1998, Healthgrades provides trusted information that helps consumers and providers make meaningful connections. As the premier site for patients to research and choose medical professionals, Healthgrades helps millions of consumers find and schedule appointments with their provider of choice.

CHALLENGE

Healthgrades partnered with Perfect Sense to **develop a creative partnership model** that transformed how consumers interact with their doctors and generate awareness and demand.

The new vision for strategic partnerships was to extend Healthgrades' unique and comprehensive physician data, along with **premier, personalized content collections**, to engaged audiences across partner sites like CNN, Psychology Today, and the Associated Press. Using this partnering and content sharing model, Healthgrades is able to attract, educate, and connect qualified patients with the right physicians—a major win for both parties.

With content distribution partnerships growing, Healthgrades needed a **unified content management approach** to efficiently manage multisite publishing from a single platform and authoring tool and simultaneously serve the needs of advertisers, media partners, and consumers.

SOLUTION

Brightspot's next-gen CMS platform and robust content syndication features allow Healthgrades to:

- **Distribute content across multiple sites at the same time via a singular platform**, serving branded and unbranded editorial content to third-party sites seamlessly while dynamically managing traffic goals through the use of Brightspot's Smart Selector functionality.
- **Publish content collections catered to specific health-care audiences and target relevant users** by leveraging Healthgrades' extensive taxonomies and a Brightspot-developed content prioritization list.

“The Perfect Sense team has been a true partner. They’ve worked alongside our own employees for years in building, launching, and optimizing new products with great efficiency, and their Brightspot platform is a big part of our success. I can’t imagine doing what we do without them.”

NICKEY SCARBOROUGH,
VP EDITORIAL







- **Manage the editorial process and large community of writers and doctors who contribute content** by using collaboration and workflow controls and automated content reviews and approvals.
- **Dynamically and automatically control parameters around Healthgrades content** and set targets in order to closely monitor performance indicators, maximize revenue, and more easily incorporate A/B testing.
- **Delight editors with a rich text editor**, real-time editing, live preview, and integrations with social media, video, and images.

In addition to the Brightspot platform, Healthgrades leverages Perfect Sense services for visual design, platform architecture, technology management, back- and front-end engineering, quality assurance, product management, and publishing support on the content sections of its site.

IMPACT

Healthgrades and Perfect Sense have enjoyed a long-term partnership since 2009. During this time, Healthgrades has:

KEY SITE FEATURES

-  Naturally Multi-site
-  Robust Content Syndication
-  Paid Advertising Integration
-  Complex Custom Workflows
-  Custom Landing Pages and Content Modules
-  Federated Search With Getty Integration

REPLACED **FIVE** SEPARATE EXISTING PLATFORMS AND SYSTEMS INTO ONE UNIFIED PUBLISHING PLATFORM

REDESIGNED ITS **ENTIRE LIBRARY** OF CONTENT TEMPLATES, PACKAGES AND MODULES

DEVELOPED PARTNERSHIPS WITH ADVERTISERS AND MEDIA PARTNERS, INCLUDING **CNN, PSYCHOLOGY TODAY, AND ASSOCIATED PRESS**

INCREASED PAGE SPEED SCORES FROM THE UPPER 70'S TO **UPPER 90'S** (GOOGLE INSIGHTS) AND SEO RESULTS

BRIGHTSPOT | **PERFECTSENSE**
EMPOWERING DIGITAL POSSIBILITIES