



MICHIGAN MEDICINE'S DIGITAL TRANSFORMATION JOURNEY

Harmonizing Complexity

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Introductions



**Denise
Beaudoin**

**Director of Digital
Engagement,
Michigan Medicine**



**Monica
Getz**

**Digital Content
Strategist,
Michigan Medicine**



**Kathleen
Veneziano**

**VP of Account
Management,
Phase2**



MICHIGAN MEDICINE

UNIVERSITY OF MICHIGAN



2.6 M

Patient Clinic
Visits



1,086

Survival Flight
Visits



100+

Residency &
Fellowship
Programs



2,495

Active Clinical
Trials



We are Phase2—

We make digital products
that **inspire, engage, and
create impact.**



slido



What digital challenges are you facing?

① Click Present with Slido or install our [Chrome extension](#) to activate this poll while presenting.



1. **Introductions**
2. **Background**
3. **Strategy**
4. **Setting the Foundation**
5. **Site Launches**
6. **Fostering Future Growth**
7. **Q&A**

Background



Situation

1. We need to transform how we produce and maintain our external web presence of over 300 sites on five platforms.
2. This is a replacement system. We had been methodically moving forward, aware of the fact that Drupal 7 would no longer be a supported platform.

Website Goals

01

Create a unified public web presence for Michigan Medicine

02

Enhance user experience

03

Standardize web technologies

04

Reduce custom code

05

Enable content reuse

Calculating Return on Investment for 300+ External Sites

\$4,800

**Per external site to develop,
build, and maintain annually**

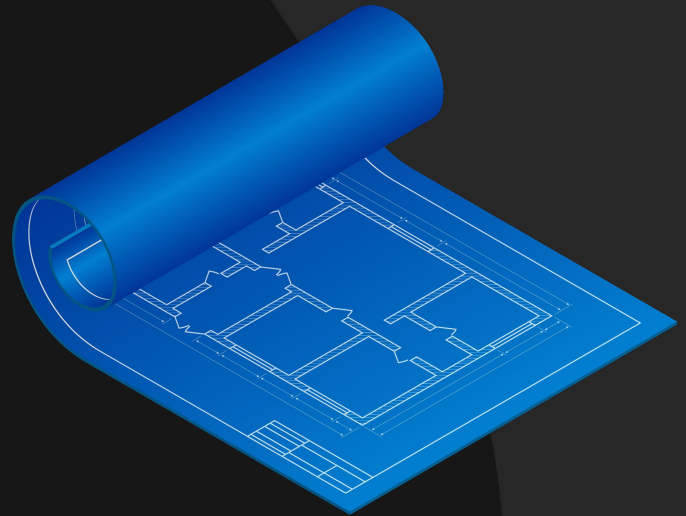
\$350K

**Savings by insourcing 50% of this
work annually**

\$667K

**Savings from FY21 to FY24 for
entire web transformation**

Strategy



Strategy Work

Listening

- User Interviews
- Stakeholder Interviews
- Surveys
- Goals & Vision Workshops



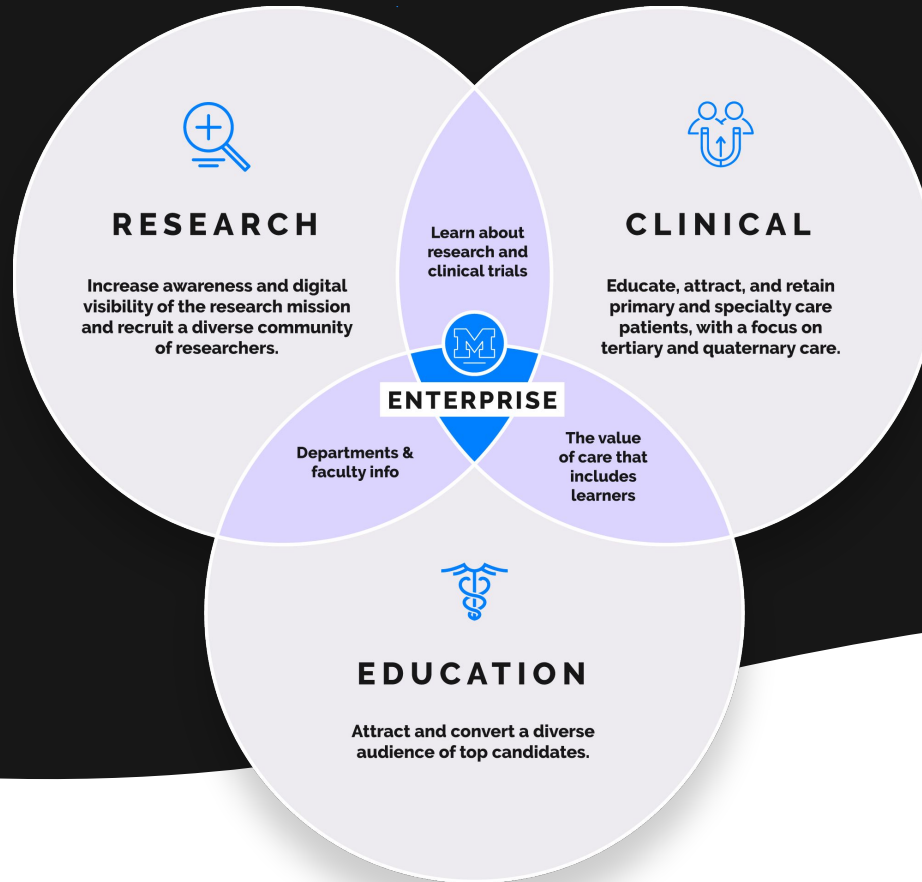
Research

- Web Analytics
- Competitor Analysis
- Existing documentation, research & reports
- Industry Trends



Recommendations

- Focus our digital presence
- Clarify and unify the brand experience
- Adopt a data-driven strategy
- Share one powerful platform
- Provide freedom within a framework

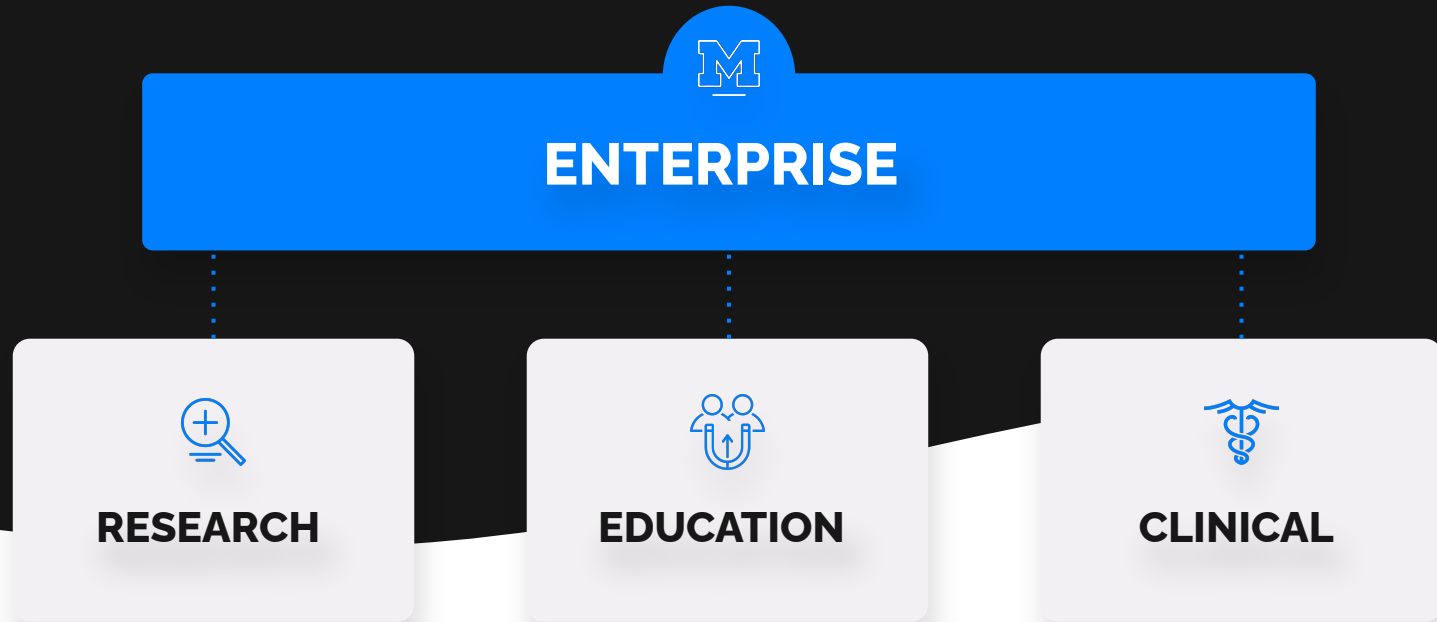


An aerial photograph of the University of Michigan Medical Center at dusk. The image shows a large, complex of modern medical buildings with many lit windows, surrounded by greenery and parking lots. The city of Ann Arbor is visible in the background.

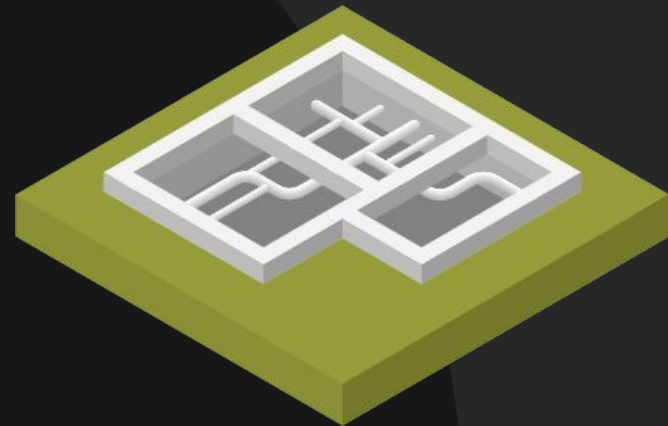
■
One world. One people.

One Michigan Medicine.

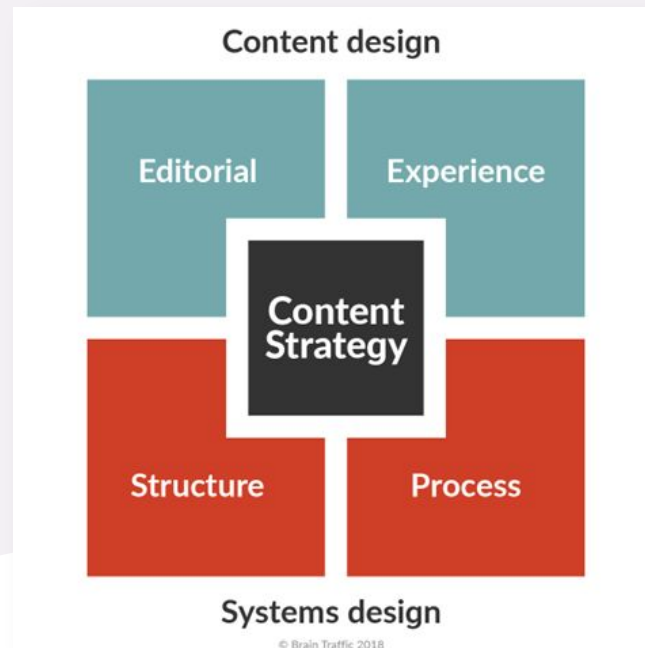
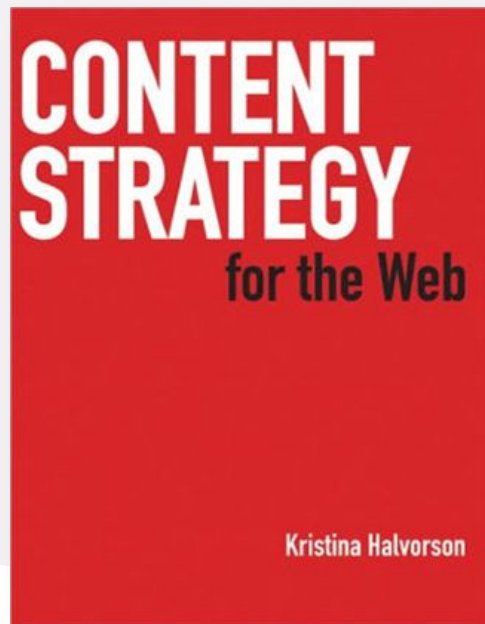
One Michigan Medicine. Powered by four main sites.



Setting the Foundation



Content Strategy for the Web



**Empathetic
Realistic Approach**



**Practical Tools
& Processes**

= Freedom within a Framework



**Understand your
learning curve**



Simplify your tools



**Be clear on your
governance**



**Understand your
learning curve**



Simplify your tools



**Be clear on your
governance**



**Understand your
learning curve**



Simplify your tools



**Be clear on your
governance**



**Understand your
learning curve**



Simplify your tools



**Be clear on your
governance**

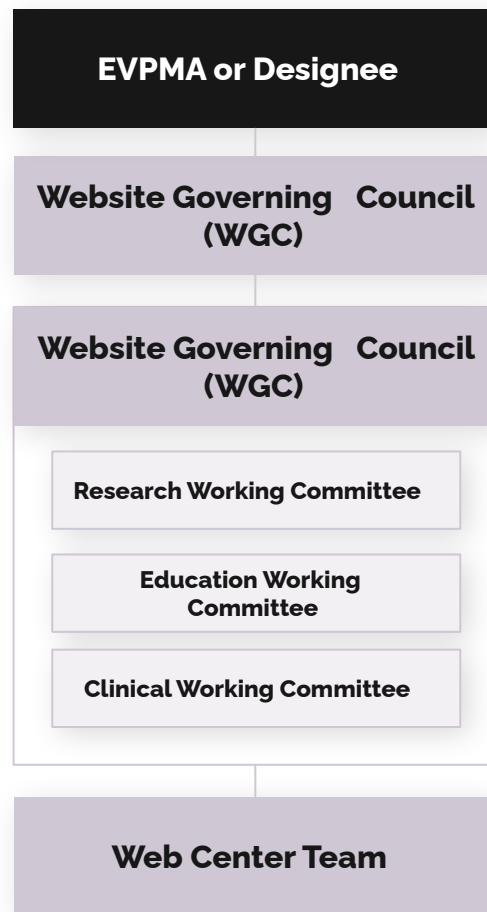


Always Be User Focused

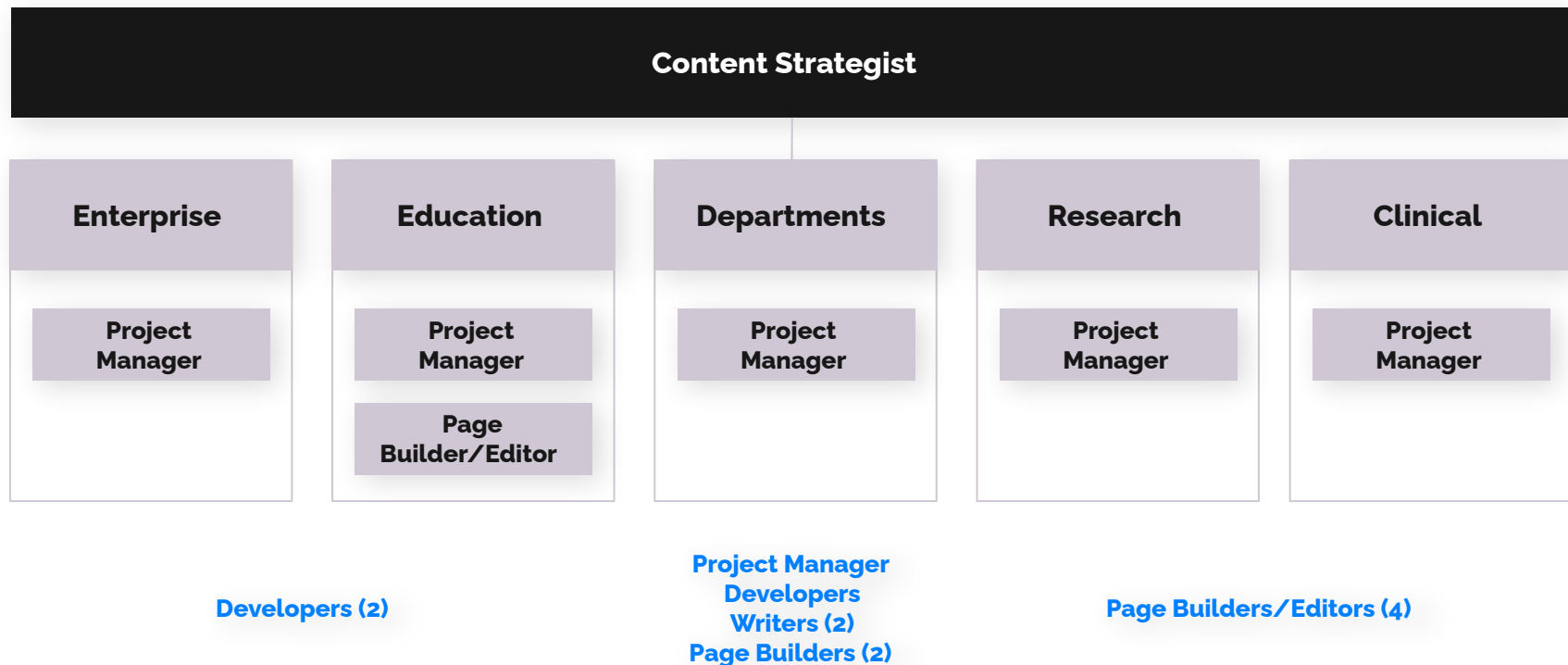
How do we manage One Michigan Medicine?



Web Governing Council Structure



Web Center Team Organized by Project



Strengths-Finder for Insight & Collaboration

GALLUP

CliftonStrengths® Top 5 for
Monica Getz

This report presents your five most dominant CliftonStrengths revealed by your responses to the CliftonStrengths assessment. Use this report to learn more about these strengths, how they uniquely show up in your life and how you can use them to fulfill your potential.

- 1. Strategic™**
You create alternative ways to proceed. Faced with any given scenario, you can quickly spot the relevant patterns and issues.
- 2. Ideation™**
You are fascinated by ideas. You are able to find connections between seemingly disparate phenomena.
- 3. Connectedness™**
You have faith in the links among all things. You believe there are few coincidences and that almost every event has meaning.
- 4. Maximizer™**
You focus on strengths as a way to stimulate personal and group excellence. You seek to transform something strong into something superb.
- 5. Individualization™**
You are intrigued with the unique qualities of each person. You have a gift for figuring out how different people can work together productively.

GALLUP | CliftonStrengths® Top 5

MONICA GETZ | 09-09-2024

1. Strategic
2. Ideation
3. Connectedness
4. Maximizer
5. Individualization

You Are Uniquely Powerful

Your unique sequence of CliftonStrengths and the personalized Strengths Insights in this report are the result of your answers to the CliftonStrengths assessment.

We designed this report to help you learn more about your most dominant CliftonStrengths: what they are, how they interact and how to use them to succeed.

What do the colors mean?

Each of the 34 CliftonStrengths fits into one of four domains. These domains describe how CliftonStrengths helps you execute, influence others, build relationships, and absorb and think about information.

EXECUTING	INFLUENCING
<ul style="list-style-type: none">1 Achiever1 Arranger1 Belief1 Consistency1 Deliberative1 Discipline1 Focus1 Responsibility1 Restorative	<ul style="list-style-type: none">1 Activator1 Command1 Communication1 Competition1 Maximizer1 Self-Assurance1 Significance1 Woo
RELATIONSHIP-BUILDING	STRATEGIC THINKING
<ul style="list-style-type: none">1 Adaptability1 Connectedness1 Developer1 Empathy1 Harmony1 Includer1 Individualization1 Positivity1 Relator	<ul style="list-style-type: none">1 Analytical1 Context1 Futuristic1 Ideation1 Input1 Intellection1 Learner1 Strategic

Discussion Break

Site Launches







**Communicate our mission and value
as one Michigan Medicine and attract
and serve our target learners, faculty,
researchers, and patients.**

ENTERPRISE

Primary Audience

Michigan Community
Media
Donors
Alumni
Employees

Secondary Audience

Job seekers

Stakeholders

Leadership
Community programs
Development / Philanthropy
Public Relations

ENTERPRISE

Core Objectives

01

Clearly communicate the value of the master brand—one Michigan Medicine—as well as the master brand values, vision, and mission

02

Position Michigan Medicine as the connective tissue between the individual tripartite websites

03

Showcase the amazing work happening across tripartite lines

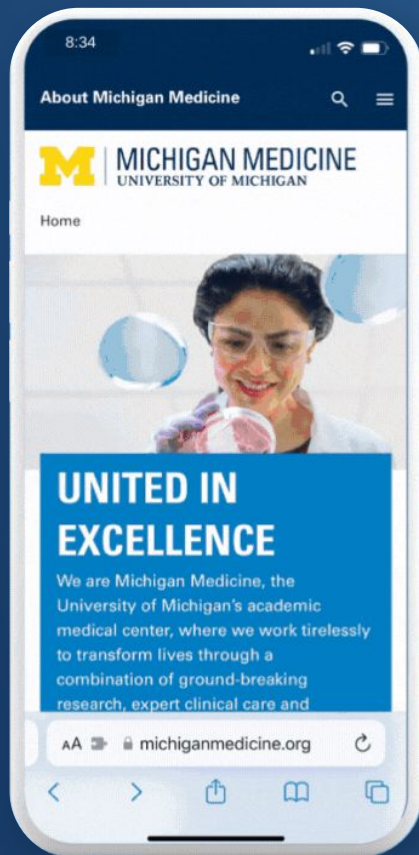
04

Convey how the integrated mission sets Michigan Medicine apart as a healthcare organization, uniquely differentiated from its competitors and peer organizations

05

Promote Michigan Medicine's partnerships to advance health in the service of Michigan and the world

ENTERPRISE



MISSION

To Serve Michigan and the World

Sharing a mission of service with the University of Michigan has led us on parallel and intersecting paths of collaboration and innovation, with an ultimate goal of bringing knowledge and wellness to the people of Michigan and the world.

[About Us](#)

EVENTS CALENDAR

SEARCH BY KEYWORD

FILTER BY

[Audience](#)[Event Type](#)[Unit](#)

Showing 1-15 of 435 results



Gifts of Art presents Ceramics Soul Lab by Cristina Joya

11/8/2024

8:00 am - 8:00 pm

Event runs June 10, 2024 - December 06, 2024

GIVING AT MICHIGAN MEDICINE

You Can Improve and Save Lives

Your gifts drive discovery, breakthrough treatments, and increased access to world-class care. And they make it possible for us to innovate in training leaders in science and medicine. Explore our Giving pages to get involved and help patients, families, and learners in our community and around the world.



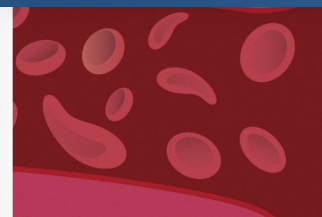
AREAS TO SUPPORT

You can make a difference for any disease and any area of medicine. Explore opportunities in our Medical School and departments, centers, and institutes.



WAYS TO GIVE

There are many ways to partner with us. Give online or contact us to learn more, including how to add to your legacy.



HEALTH LAB

Most babies with sickle cell disease face double disadvantage

12/27/2023

EWP-Wide Challenges



People



Process



Timeline



Technology

ENTERPRISE Site Launch

CHALLENGES

1. Content Organization
2. Starting from Scratch
3. Getting Everyone on Board

SOLUTIONS

1. Back to the Blueprints
2. Simple Tools & Docs
3. Training & Meetings

RESEARCH



**Increase awareness and digital visibility
of the research mission and recruit a
diverse community of researchers.**

RESEARCH

Primary Audience

Researchers
Funders (e.g. NIH)
Collaborators & Partners
Learners
Prospective PIs

Secondary Audience

Michigan Medicine faculty,
patients, donors, media,
UROP students.

Stakeholders

Research Cabinet
Research Working
Committee
Web Operating Committee
OOR Communications Team
Unit Directors

RESEARCH

Core Objectives

01

Demonstrate how research delivers a better experience for all by connecting it to the clinical and education missions

02

Strike a balance between individuality and brand clarity, in alignment with the master brand

03

Foster research knowledge and collaboration within and outside the walls of Michigan Medicine and the University of Michigan

04

Serve as the connective tissue between existing research properties (e.g. lab sites)

05

Drive the future of research recruitment

RESEARCH



PROGRAMS, CENTERS & OFFICES



Interdisciplinary Programs

Our interdisciplinary programs model cooperation and innovation due to our close proximity with other U-M colleges and schools.



Centers & Institutes

Collaborative research thrives in our interdisciplinary centers & institutes due to the cooperative relationships with other U-M colleges and schools.





Attract and convert a diverse audience of top candidates.

EDUCATION

Primary Audience

Prospective learners across
all programs

Secondary Audience

Prospective faculty
members and current
learners
Current faculty members

Stakeholders

Education Cabinet
Education Working
Committee
Web Operating Committee
Program Directors

EDUCATION

Core Objectives

01

Provide an in-depth look at Michigan Medicine's world-renowned learner experience

02

Emphasize the medical school's hands-on approach to learning

03

For all learners, showcase the ability to work with world-class faculty/staff, and leverage best-in-class facilities, resources, and collaborations that the University of Michigan system offers

04

Clearly articulate the application processes

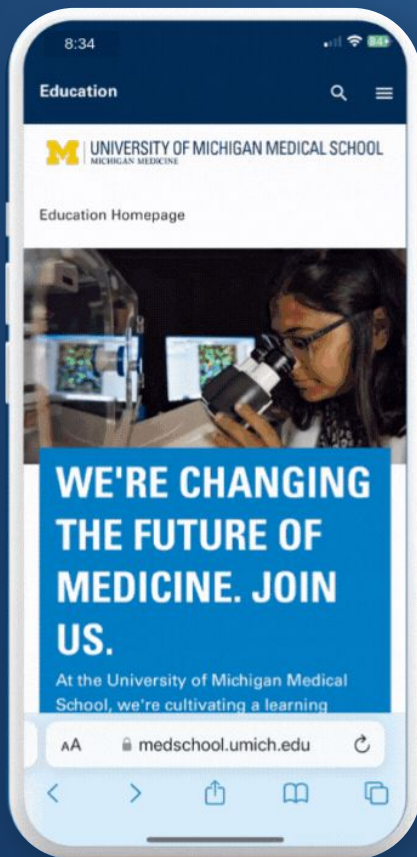
05

Steward learners as they travel their education journey

06

Reveal how Michigan Medicine's education mission supports the integrated tripartite mission and delivers a superior educational experience

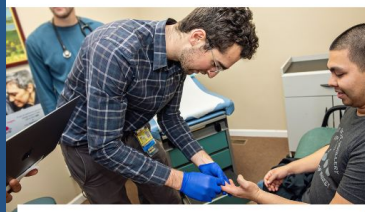
EDUCATION



Education

M UNIVERSITY OF MICHIGAN MEDICAL SCHOOL
MICHIGAN MEDICINE

... / [Programs & Admissions](#) / MD Program



MD PROGRAM

A Better MD

Everything in our program is built around your journey to become the physician you want to be. We're looking for the total package. We hope you are, too.

[Admissions](#)

ABOUT THE MD PROGRAM

Our program features:

- Systems-based basic science curriculum
- Applied learning in the clinical setting
- Mentored personal and professional growth
- A balanced quality of life
- More time and flexibility to pursue your passions in your third and fourth years



MD ADMISSIONS TIMELINE

An in-depth look at the MD application process timeline, facts and figures.



MD ADMISSIONS FAQS

Some of the most common questions about admission to med school — and our answers.



ABOUT THE ADMISSIONS PROCESS

We embrace those who work hard to make the world a better place with their whole altruistic and authentic selves. Everything you need to know about our process for selecting the next entering class is right here, starting with our commitment to create an opportunity for you to thrive to your fullest. Our program is designed to launch your impact in medicine and patient care while you train with us.

At the University of Michigan, our dedication to academic excellence is inseparable from our commitment to DEI, as outlined in the [University's 2024 statement](#). Each individual's experience and perspective told into our collective learning, enhancing the educational environment while enriching a more [diverse](#), [equitable](#) and [inclusive](#) legacy.

2024-25 APPLICATION TRACKER



10,246

Applications



327

Interviews Scheduled



53

Admissions Offers

RESEARCH & EDUCATION

Site Launches

CHALLENGES

1. Two Sites, One Launch
2. Department Content
3. Stakeholder Involvement

SOLUTIONS

1. Tools & Blueprints
2. Partnership with Phase2
3. Walk-Throughs & Meetings



Educate, attract, and retain primary and specialty care patients, with a focus on tertiary and quaternary care.

CLINICAL

Primary Audience

Patients (primary and specialized care)

Caregivers

Referring physicians and their staff

Secondary Audience

Michigan Medicine clinicians, regional affiliates, and community partners.

Stakeholders

Faculty

Marketing

Clinical Program leaders

Center Leaders

CLINICAL

Core Objectives

01

Convey the impact of the tripartite mission on the care received by all patients of the health system

02

Position Michigan Medicine as a specialized, tertiary and quaternary care organization

03

Centralize all appropriate patient content under one clinical roof

04

Illustrate how the Education and Research missions support excellence in the Clinical mission

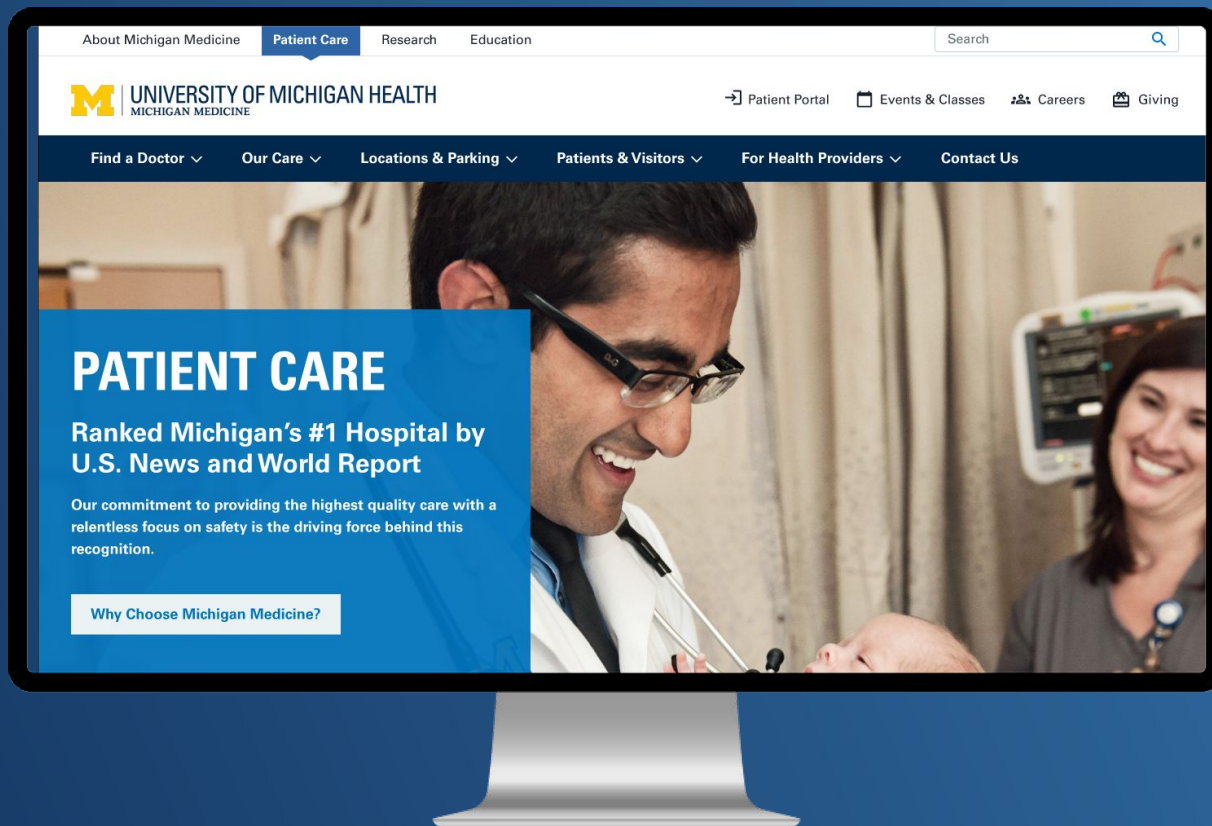
05

Leverage Michigan Medicine's community hospital partnerships, affiliates and satellite locations to direct patients and decant patients for appropriate care

06

Provide the information, resources, and tools patients need to make informed healthcare decisions

CLINICAL



CLINICAL

Site Launch

CHALLENGES

1. Amount & Type of Existing Content
2. Increased Technical Complexity
3. Stakeholder Confusion

SOLUTIONS

1. Content Tools & Prioritization
2. Partnership with Phase2
3. Walk-Throughs & Meetings

Update on Project Status

EWP Completion Status

100%

**Enterprise
Related Sites**

75%

**Research
Related Sites**

(~500 Lab Sites)

90%

**Education
Related Sites**

50%

**Clinical
Related Sites**

Fostering Future Growth



**How will we
plan for the
future?**

Q&A



Discover More from Phase2 at HCIC 2024

**Scan the QR code to access
insights, resources, and our
full session lineup.**

