

Sitecore Change Management Documentation

Emory Healthcare Marketing

EMORY
HEALTHCARE

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1.0 Executive Summary

Emory Healthcare’s Marketing team is transitioning from the Cascade Content Management System (CMS) to the Sitecore Experience Manager (XM) platform. Emoryhealthcare.org will be externally hosted at Perficient in an Azure PaaS environment. The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for a light design refresh that will create a new look and feel across several sections of the website. The purpose of this document is to maintain a list of updates that highlight the primary changes expected.

Leadership at Emory Healthcare has requested a consolidated listing of change management impacts to be felt upon go-live of emoryhealthcare.org in Sitecore. This document will be updated throughout the life of the project.

2.0 Location Finder

The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for the Location Finder, a highly critical and frequently used component of the website, to be re-designed and built new in Sitecore XM. The goal is to redevelop how Emory maintains, presents, and delivers location search information to improve the online consumer experience. Leadership at Emory Healthcare has requested a complete redesign of how locations are maintained, categorized, and displayed in the Sitecore XM environment. This release should incorporate a more retail oriented UX, with more emphasis on the location finder and getting users to their destination, improving appointment request functionality, and increasing transparency of services offered. Included in this new design concept is the ability to focus on Emory Owned locations.

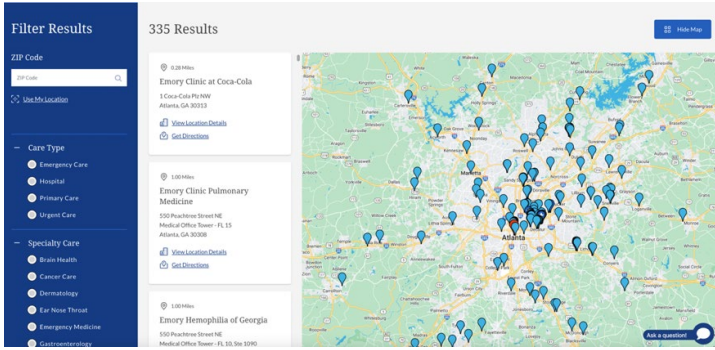
Design Review:

<https://prod.emoryhealthcare.org/locations>

Change Management:

Existing	New	Reason for Change:
Location Search includes Emory Owned and Private Practices (~771 locations)	Location Search includes only Emory Owned (~190 locations) + PeachTree Urgent Care (47 locations)	Location Search is confusing for the consumer with all locations being overwhelming and the private practice locations live on the physician profiles requiring duplicate maintenance. Hospital systems are increasing marketing owned locations as a best practice and listing private practices only on physician profiles.
Location Search Results are Listed Alphabetically	Location Search Results are listed in order of proximity listing how far each location is from the consumer	Alphabetical search results are not what consumers are looking for when searching on locations.

		Proximity search results is the industry best practice.
Zip Code can only be used with Refine your Search	Zip Code can be inserted and applied across any search	Focusing on consumers being able to quickly find what they are looking for; the zip code search functionality was extended to be included across any search.
There is no Use My Location Feature or default mile radius	Use My Location feature added along with a 50 default radius map display	Focusing on consumers finding locations closest to them.
Location Page Layout is not standardized and calls to action are not consistent	Location Page Details are standardized with Calls to Action at the top of the page	Focusing on Calls to Action for the consumer and standardized presentation of location pages



3.0 Your Fantastic Mind

The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for Emory Healthcare to establish standards across the website to prevent pages from appearing separate/different than the rest of the site. Your Fantastic Mind was built using its own design due to system limitations in Cascade and the support of the Marketing Team. In the new site, Your Fantastic Mind will be brought back into the fold and live under the Brain Health Center section of the website. It will have the same design appearance as the other 100+ Centers and Programs.

Design Review:

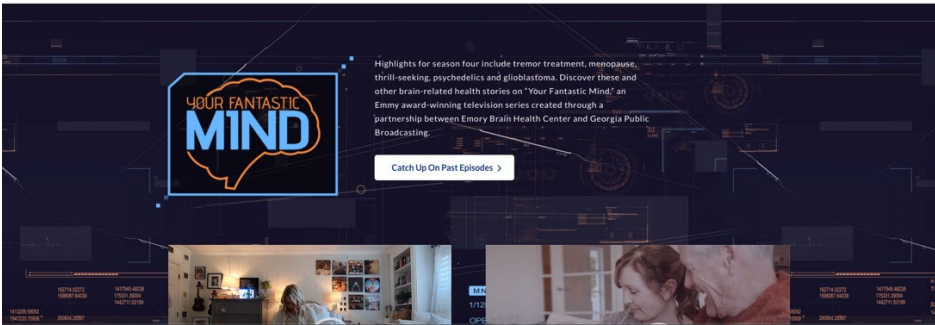
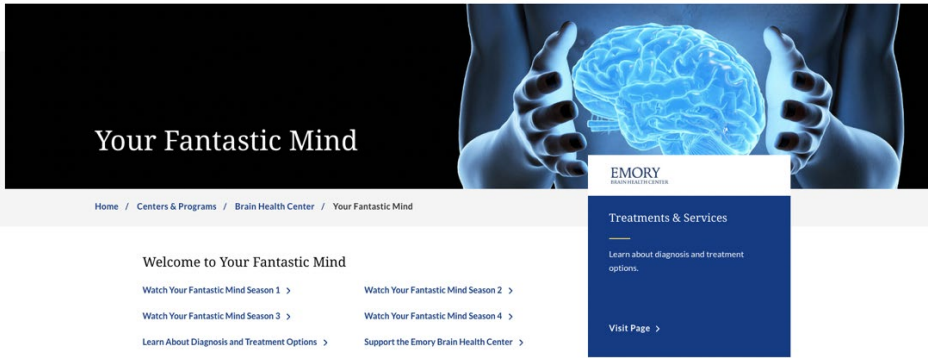
<https://prod.emoryhealthcare.org/centers-programs/brain-health-center/your-fantastic-mind>

Change Management:

Existing	New	Reason for Change:
Your Fantastic Mind has its own unique URL.	Your Fantastic Mind will live under the Brain Health Center and the URL will be	A Redirect will be placed on the original URL, and a

<p>https://www.emoryhealthcare.org/your-fantastic-mind/</p>	<p>updated to https://www.emoryhealthcare.org/centers-programs/brain-health-center/your-fantastic-mind/index.html</p>	<p>short-url can continue to be used to redirect to the new location under Brain Health Center.</p>
<p>YFM has its own horizontal menu, header/footer.</p>	<p>YFM will have the universal Emory Healthcare Horizontal Menu, header/footer. The existing horizontal menu for YFM will become the right rail navigation in the new design.</p>	<p>All Centers/Programs in Sitecore will contain the same design, horizontal menu, header, and footer. This is required to establish a consistent look and feel for the consumer and mitigate a host of design and maintenance work on the Marketing Team.</p>





4.0 Aesthetic Center

The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for Emory Healthcare to establish standards across the website to prevent pages from appearing separate/different than the rest of the site. The Aesthetic Center was built using its own design due to system limitations in Cascade and the support of the Marketing Team. In the new site, the Aesthetic Center will be brought back into the fold and have the same design appearance as the other 100+ Centers and Programs.

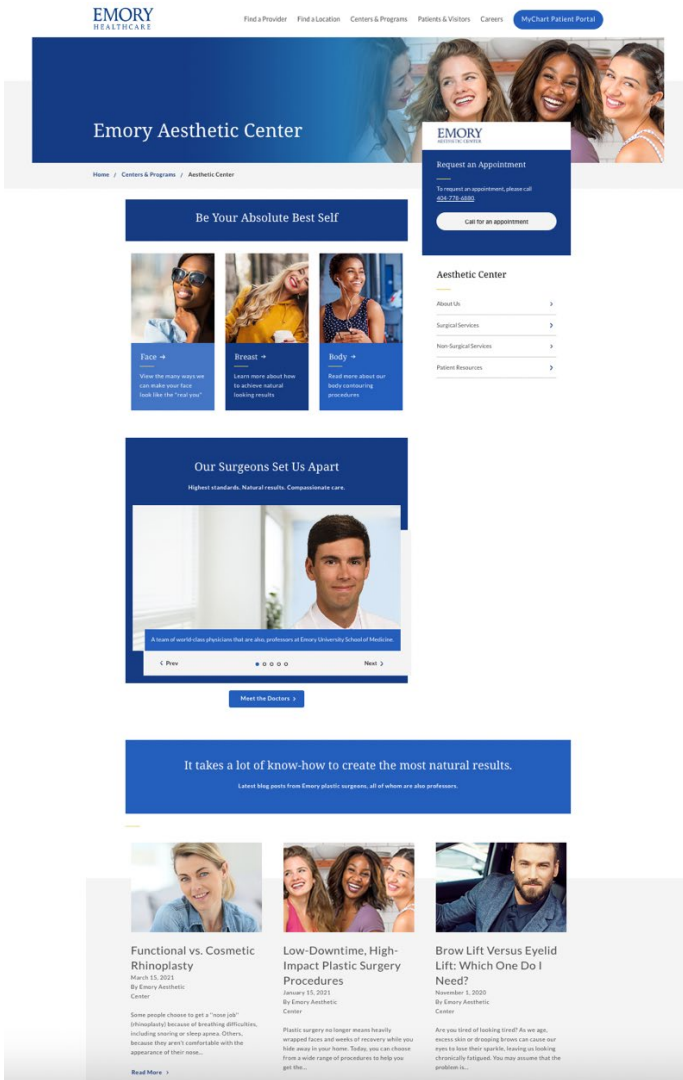
Design Review:

<https://prod.emoryhealthcare.org/centers-programs/aesthetic-center>

Change Management:

Existing	New	Reason for Change:
Aesthetics has its own horizontal menu, header/footer.	Aesthetics will have the universal Emory Healthcare Horizontal Menu, header/footer. The existing horizontal menu for Aesthetics will become the right rail navigation in the new design.	All Centers/Programs in Sitecore will contain the same design, horizontal menu, header, and footer. This is required to establish a consistent look and feel for the consumer and mitigate a host of design and maintenance work on the Marketing Team.

<p>Aesthetics has purple in the design as a primary color for the landing pages.</p>	<p>Aesthetics will maintain the white/blue primary color design that the rest of emoryhealthcare.org uses and the purple will go away.</p>	<p>Consolidating any variance in colors or brand standards across the new website to create a consistent look and feel for the consumers and minimize maintenance support.</p>
<p>Aesthetics has a Meet Our Team Section that contains individual Dr. Bios</p>	<p>Aesthetics will have a Meet Our Team page that links out to the Physician Bios that exist in Kyruus as the system of record.</p>	<p>No individual Physician Bios will be created in Sitecore. All Meet Our Team Pages will have links to the Physician Bios in the system of Record, Kyruus. This eliminates duplicate entry and maintenance of physician bios and photos.</p>



5.0 Reproductive Center

The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for Emory Healthcare to establish standards across the website to prevent pages from appearing separate/different than the rest of the site. The Reproductive Center was built using its own design due to system limitations in Cascade and the support of the Marketing Team. In the new site, the Reproductive Center will be brought back into the fold and have the same design appearance as the other 100+ Centers and Programs.

Design Review:

<https://prod.emoryhealthcare.org/centers-programs/reproductive-center>

Change Management:

Existing	New	Reason for Change:
The Reproductive Center has its own horizontal menu, header/footer.	The Reproductive Center will have the universal Emory Healthcare Horizontal Menu, header/footer. The existing horizontal menu for the Reproductive Center will become the right rail navigation in the new design.	All Centers/Programs in Sitecore will contain the same design, horizontal menu, header, and footer. This is required to establish a consistent look and feel for the consumer and mitigate a host of design and maintenance work on the Marketing Team.
Reproductive Center has a page of Treatments & Services that link out to the Women's Health Services. There is no breadcrumb or link to go back to Reproductive Center.	The Reproductive Center will have a page of Treatments & Services, that will link to Women's Health Services with breadcrumbs and the ability to go back to Reproductive Center	Linking between Centers and Programs will still be possible with breadcrumbs and back buttons to prevent the consumer from getting sent to another section of the website and not be able to get back.

6.0 Veterans Program

The migration of emoryhealthcare.org onto Sitecore XM provides the opportunity for Emory Healthcare to establish standards across the website to prevent pages from appearing separate/different than the rest of the site. The Veterans Program was built using its own design due to system limitations in Cascade and the support of the Marketing Team. In the new site, the Veterans Program will be brought back into the fold and have the same design appearance as the other 100+ Centers and Programs.

Design Review:

<https://prod.emoryhealthcare.org/centers-programs/veterans-program>

Change Management:

Existing	New	Reason for Change:
The Veterans Program has its own horizontal menu, header/footer.	The Veterans Program will have the universal Emory Healthcare Horizontal Menu, header/footer. The	All Centers/Programs in Sitecore will contain the same design, horizontal menu, header, and footer.

	<p>existing horizontal menu for the Veterans Program will become the right rail navigation in the new design.</p>	<p>This is required to establish a consistent look and feel for the consumer and mitigate a host of design and maintenance work on the Marketing Team.</p>
<p>The Veterans Program has a unique list of conditions on a page.</p>	<p>The Veterans Program will contain links to the Conditions in the Conditions folder and not have a duplicate section of content.</p>	<p>Conditions will not be duplicated throughout the site, and all will live in a single listing of Conditions. Improves SEO and decreases maintenance efforts.</p>

EMORY HEALTHCARE Find a Provider Find a Location Centers & Programs Patients & Visitors Careers MyChart Patient Portal

Veterans Program at Emory Healthcare

Home / Centers & Programs / Veterans Program

Transform Your Life at Emory Healthcare Veterans Program

EMVP treats conditions such as post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), military sexual trauma (MST), anxiety, and depression related to military service. Treatment is free and confidential for eligible post-9/11 veterans and service members living anywhere in the United States regardless of discharge status, employment history, or length of service. Both our traditional inpatient treatment as well as our two-week Intensive Outpatient Program are offered in person at our clinic or via telehealth in eligible states.

You don't have to live your life struggling with haunting memories, sleepless nights, panic attacks, or social symptoms - challenges that can ruin your life and destroy your most valued relationships. Whatever you're going through, there are many others just like you. In fact, of the more than 2.7 million American employees since 9/11, an estimated one in three return with either post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), or other conditions brought on by things they experienced during service.

If your numbers are low in struggling with the invisible wounds of military service, Emory Healthcare Veterans Program (EMVP) is here to help. As a veteran or service member, you deserve to have access to care and services that can help you heal mentally and physically. We're committed to doing our part to meet this need and to provide the best possible care and support where you live in us. We'll treat you and your family with respect, dignity, and compassion.

[View Veterans Program Brochure](#)

Evidence-Based Treatment Proven to Heal Invisible Wounds

EMVP treats conditions such as post-traumatic stress disorder (PTSD), traumatic brain injury (TBI), military sexual trauma (MST), anxiety, and depression related to military service. World-renowned Emory clinical psychologist Barbara Rothbaum, Ph.D., leads our highly skilled team of professionals. Dr. Rothbaum has worked on the PTSD field since 1986 and pioneered virtual reality exposure therapy to help veterans and service members face their worst memories and move on with their lives. Our team consists of specialists in several fields, including psychiatry, neurology, neuropsychology, and social work. We're experienced in working with veterans and service members, and many of us have served as well. Our program, which is part of the Warrior Care Network®, recognizes the stress of military service and the challenges of returning to civilian life.

Together, we'll chart a course designed specifically to help you find your way to peace of mind and your best life.

[View Dr. Rothbaum's Profile](#)

[View The Warrior Care Network®](#)

Free, Confidential Care In Person or Via Telehealth

Program participants may choose to complete either our traditional outpatient treatment or the two-week Intensive Outpatient Program at our sites in Atlanta, Georgia, or via telehealth if they are in a telehealth-eligible state.

Thanks to our generous partners' funding, we offer care at no cost to eligible post-9/11 veterans and service members. For those participating in our two-week Intensive Outpatient Program, travel, lodging, and meals are also provided at no cost to them.

[View Telehealth FAQs](#)

[View Telehealth Brochure](#)

Veterans Program Telehealth Intensive Outpatient Program

Watch on [YouTube](#)

Our Commitment to Diversity and Inclusion

Standing in solidarity with our partners at the Wounded Warrior Project®, the Emory Healthcare Veterans Program (EMVP) does not tolerate racism or discrimination of any kind. We condemn racist violence and are committed to continuing to change and improve our program for Black, Indigenous, and People of Color (BIPOC) including our veterans, service members, employees, and partners.

[View Wounded Warrior Project® Statement](#)

[View Wounded Warrior Project® Page](#)

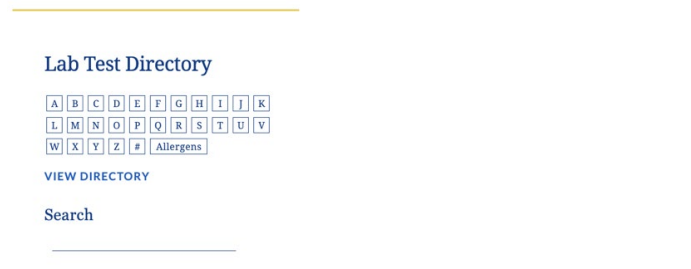
[Learn More and Determine Eligibility](#)

7.0 Lost Functionality

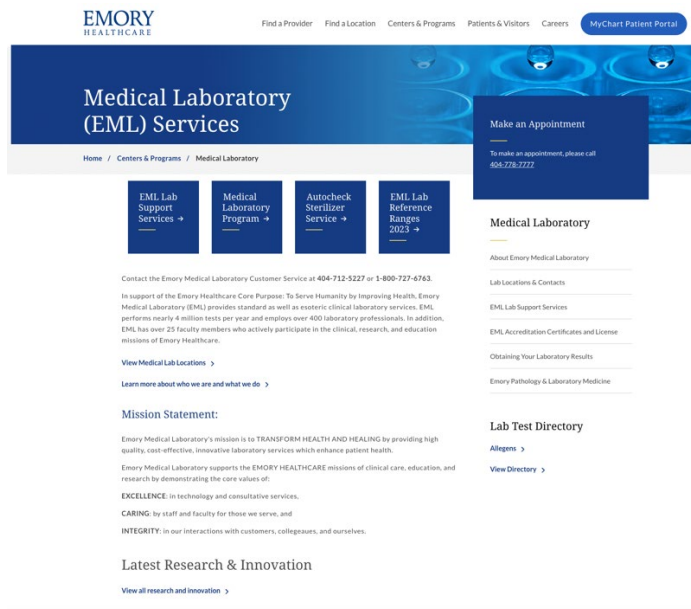
This section will document the pages of the existing emoryhealthcare.org that have functionality that will not be migrated Phase I of the Sitecore Implementation. These items will be determined to be built in a later phase or left as migrated in Sitecore, depending on the level of importance and use of the component.

Lab Test Directory:

<https://www.emoryhealthcare.org/centers-programs/medical-laboratory/index.html>



This Lab Test Directory functionality will lose the A-Z, # and Allergens search feature. Phase I in Sitecore will simply contain the link to View the Directory.



8.0 Enhanced Functionality

8.1 Center & Programs Mega Menu

EMORY HEALTHCARE

Quicklinks - Search Our Site

Find a Provider Find a Location Centers & Programs Patients & Visitors Careers MyChart Patient Portal

- ACL Program
- Adult Psychiatry
- Aesthetics
- Bariatric Centers & Weight Loss
- Brain Health
- Cancer
- Cardiology
- Digestive Diseases
- Employer Health Solutions
- Joint & Cartilage Preservation Center
- Endocrinology
- Eye Center
- General Surgery
- Gynecology
- Heart & Vascular
- Infectious Diseases
- Maternity
- Medical Laboratories
- Mental Health Services
- Obstetrics & Prenatal Care
- Orthopaedics, Sports & Spine
- Physical Therapy & Rehabilitation
- Primary Care (Family, Internal, Geriatrics)
- Radiology & Imaging
- Reproductive Health
- Sleep Center
- Transgender Care
- Transplant
- Urgent Care
- Vein Center
- Veterans Program
- View All >

8.2 Patients & Visitors Mega Menu

EMORY HEALTHCARE

Quicklinks - Search Our Site

Find a Provider Find a Location Centers & Programs Patients & Visitors Careers MyChart Patient Portal

- Billing Information
- Clinical Trials
- Financial Assistance
- Financial Clearance Policy
- Guest Services
- Insurance Information
- Language Interpretation Services
- LGBTQIA Cultural Competency
- Medical Records
- Medicare Resources
- Mission & Values
- MyChart Patient Portal Help
- No Surprises Act Disclosure
- Non-Discrimination Policy
- Online Bill Pay
- Patient Privacy & Rights
- Patient Relations
- Price Transparency
- Visitor Policy
- View All >

8.3 Quicklinks

Quicklinks - Search Our Site

- About Us
- COVID-19
- Billing Information
- Careers
- Community Engagement
- Conditions
- Contact Us
- Emory Clinic
- Employees
- Give Now
- Medical Records
- Insurance Information
- Medical Professionals
- News & Media
- Patients & Visitors

8.4 Improved Call-to-Action Visibility

Make an Appointment

Schedule through MyChart

Request a call or text back

Call 404-778-3350

* View our [call center](#) hours

Please visit our [privacy policy](#) for more information.

Get Directions >

EMORY
VEIN CENTER

Schedule an Appointment

Schedule Online Through MyChart

If you need to speak with a representative, call [404-341-4135](tel:404-341-4135), available Monday – Friday, 7:30 a.m. – 6 p.m. EST.

Questions?

Complete our short [appointment request form](#) and we'll call or text you within 24 - 48 hours to help schedule your visit.

Make an Appointment

To make an appointment, please call [404-778-7710](tel:404-778-7710) or to find a provider, use the link below.

Find a Provider >

8.5 Right Rail Navigation Throughout Site

Patients & Visitors

Make an Appointment

Policies, Privacy & Rights 

Visitor Policy

Non-Discrimination Policy

Financial Clearance Policy

Patient Privacy & Rights

HIPPA Privacy Notice

Website Privacy Policy

No Surprises Act Disclosures

Insurance & Billing 

Price Transparency

Insurance Information

Billing Information

Clinical Trial Billing FAQ

8.6 Link Lists & Styling

A Leader in Psychiatry

Our Psychiatry and Behavioral Sciences teams conduct a wide range of patient care and research in many psychiatry and neuroscience areas. This allows us to make significant contributions to our understanding and the treatment of mental disorders.

We provide specialized care for a full range of psychiatric and mental disorders, including anxiety, bipolar disorder, depression, schizophrenia and more. Our mental health services include many patient-focused centers and programs, all housed under the more comprehensive Brain Health Center.

[View Brain Health Center >](#)

We offer many ways to navigate the centers, programs, and services within Psychiatry and Behavioral Sciences. Use the links below to explore age-related and inpatient services.

[Adult Psychiatry Services >](#)

[Child Psychiatry Services >](#)

[Geriatric Psychiatry Services >](#)

[Inpatient Hospital Psychiatry Services >](#)

Use the links below to view our specialized centers and programs.

[Emory Autism Center >](#)

[Women's Mental Health Program >](#)

[Emory OCD & Anxiety Program >](#)

[Treatment Resistant Depression Program >](#)

[Emory Transplant Behavioral Health >](#)

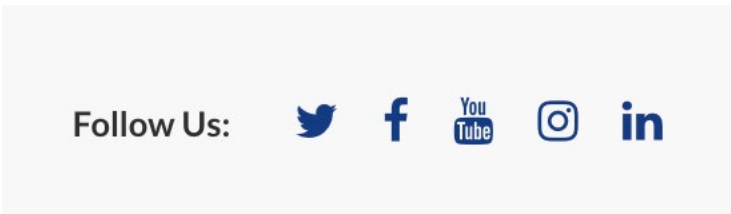
[Veterans Program >](#)

[Child & Adolescent Mood Program >](#)

[Fuqua Center for Late-Life Depression >](#)

[Transitions Outpatient Behavioral Health Programs >](#)

8.7 New Social Media Icons & Styling



8.8 Camel Case Footer With Back to Top Button

