

Kaiser Permanente Launches Breakthrough Healthcare Portal for Members and Visitors



Kaiser Permanente is the United States's largest integrated health-care organization, serving the healthcare needs of over 8.3 million members.

Industry

Healthcare

Geographies

United States

Implementation Highlights

- Enterprise content management platform enables the seamless merging of public and member sites with plans to migrate four additional sites
- Easy-to-use templates make site content easy to refresh by Kaiser Permanente employees
- Content intelligence technology enables Kaiser Permanente to meet ambitious content reuse and personalization goals

Benefits

- Single site access and unified look makes information and services easier to access
- Online information is up-to-date, accurate, and compliant
- Content management and content intelligence technology enable management of huge volume of information and personalization of visitor experience



“By integrating our public and member Websites to create a dynamic user-friendly portal, we have dramatically improved the Kaiser Permanente experience, making it faster and easier than ever to access our services and information.”

—Tim Kieschnick, strategy practice leader

As the largest integrated healthcare organization in the United States, Kaiser Permanente organizes, provides, and coordinates members' care, including immunizations, screening diagnostics, hospital, medical, and pharmacy services.

Uniquely encompassing the entire spectrum of healthcare—from the delivery to the financial coverage of care—Kaiser Permanente is in a better position than most traditional healthcare or insurance companies to provide members with comprehensive health information and services that address their concerns and needs on all fronts.

Multiple sites for multiple audiences

In 2000, Kaiser Permanente launched an initiative to improve the way in which it interacted with all of its constituencies online—including prospective members, current and prospective purchaser groups, as well as healthcare brokers, and news media. Anticipating a greater demand for online information and services, Kaiser Permanente wanted to make its users' online experiences convenient, easy, and worthwhile.

Prior to this, the organization maintained a number of independent sites that had their own look-and-feel and to some extent their own infrastructure. Because these sites were separately maintained and operated, visitors

that needed to access more than one site had to toggle between them, making it potentially cumbersome to access information or conduct transactions. In addition, although a great deal of the information featured on the sites was the same, because the sites were individually managed, this duplicative information had to be individually entered, re-entered, and updated for each site, making the sites labor intensive and cost prohibitive to maintain.

To reduce IT redundancies and ultimately enhance the online experience, Kaiser Permanente realized it needed a system that would enable it to integrate all of its sites under a common umbrella. To achieve this goal, Kaiser Permanente required an enterprise content management platform to centrally manage all of its online content.

“Given the enormous volume of online content we were anticipating, we knew we needed a solution that would allow us to manage and leverage our content, without requiring that we double our IT staff and budget,” said Tim Kieschnick, strategy practice leader at Kaiser Permanente.

As a first step, the organization sought to merge its two most heavily trafficked sites—its member site and public site.

A key criterion for Kaiser Permanente in selecting an enterprise content management platform was that it offer integrated content intelligence capabilities that would enable it to reuse information across multiple sites. In addition, it was important that the technology be capable of allowing Kaiser Permanente to target particular information to particular site visitors according to personal preferences they had indicated as well as the types of transactions they conducted. It was also important that the system be easy-to-use by non-technical employees who would be tasked with regularly updating the online information.

Enhancing the member experience

Now that Kaiser Permanente has an enterprise content management platform in place that enables it to reuse, categorize, and target the delivery of its content, the health-care provider can provide site visitors with a more personalized and therefore more meaningful online experience, which was far more difficult to achieve prior to the implementation.

“Now that we can personalize our content, we can expose our members to valuable services and information they may never have known were available to them,” emphasizes Kieschnick. “As a result, they are in a better position to make informed decisions about their health.”

By providing a unified look and feel across its two major sites, Kaiser Permanente has also made it easier and quicker for members to conduct online transactions—from refilling prescriptions to making appointments to ordering new membership cards. And as a result, increasing numbers of visitors are accessing its online services.

Meeting compliance requirements with approval workflows

In addition to enabling personalization and reuse as well as helping ensure a consistent look across its sites, the platform is also providing the necessary workflow structure to ensure that the content is approved by the appropriate parties.

Having a workflow process in place to create, edit, and publish content has also enabled Kaiser Permanente to track authorship and verify which information is displayed at certain points in time, which are both crucial to meeting increasingly stringent compliance requirements, such as the Health Insurance Portability and Accountability Act of 1996 (HIPAA).

Future plans

As a testament to the success of its newly-revamped member site, Kaiser Permanente was recently awarded the highest accreditation award in the industry by the American Accreditation Healthcare Commission (URAC), a Washington DC-based healthcare accrediting organization, acknowledging that the healthcare provider’s member Website incorporates rigorous standards while providing the highest quality information and services.

On the heels of this initial implementation, the next steps for Kaiser Permanente involve the migration of its four remaining Internet sites to its new enterprise content management platform. Kaiser Permanente also plans to further enrich its online services by enabling members to securely interact with their medical records online, and to link the medical record information to relevant online content.

Technology

Solution Summary

Interwoven TeamSite[®] content management server software is being used to power all of Kaiser Permanente’s Websites. TeamSite provides the foundation for distributed content contribution and central management of visual design through its templating and parallel development capabilities.

Interwoven MetaTagger[®] content intelligence server software ensures that content is automatically and consistently enriched with metadata, which makes other applications including portals and search significantly more effective.

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