

Content Development Case Study

MedStar Washington Hospital Center



ABOUT THE CLIENT

MedStar Washington Hospital Center is a 912-bed non-profit academic medical center in Washington, DC. With over 70 departments and nearly 1,400 staff, MedStar Washington provides care to both inpatients and outpatients, serving approximately half a million patients every year. Renowned for the MedStar Heart and Vascular Institute, Trauma Center, Comprehensive Stroke Center, the hospital has national and international acclaim, in addition to serving as the region's main referral center for acute care. The hospital is committed to providing top quality compassionate care, encouraging patient engagement, and training the next cadre of the nation's leading physicians.

EXECUTIVE SUMMARY

To enhance its web presence, **MedStar Washington Hospital Center** engaged Medical Web Experts as a content creation partner. Working with the hospital's marketing team and healthcare providers, Medical Web Experts has embarked on the creation of over 100 web pages and blog posts, including patient education materials, landing pages, physician bios, and patient stories across more than 20 medical specialties. Our expertly-sourced content by writers with healthcare industry backgrounds has served to unify MedStar Washington's web presence, allow it to provide in-depth educational information to patients, and support the marketing department's SEO efforts.

THE CHALLENGE

MedStar Washington Hospital Center wanted to enhance its web presence, with several specific goals in mind:



Make website content more uniform across the site



Expand patient education resources



Give more prominent faces to its many departments



Improve SEO rankings

To meet these objectives, MedStar engaged Medical Web Experts in May 2016 as an ongoing content creation partner.

THE SOLUTION

With a dedicated account manager, content manager, and a team of health writers, Medical Web Experts has taken on a range of content development projects for the client:

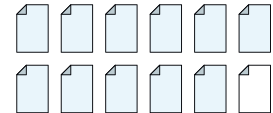
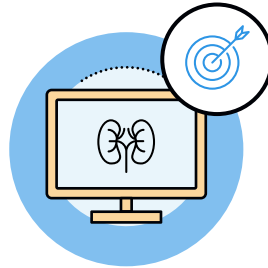
50 
Interviews

18 
Specialties



Physician Profiles

50 interviews to create in-depth physician profiles for across 18 specialties, in progress



11 internal pages
+1 landing page

11 internal pages and 1 landing page for the Department of Urology, SEO optimized with required keywords and internal and external links



29 
patient education pages



29 patient education pages on ear, nose, and throat treatments for the Department of Otolaryngology, SEO optimized with required keywords and internal and external links

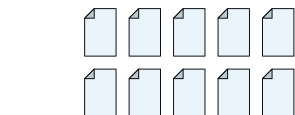
10 
Interviews


Patient stories



Hospital blog

10 interviews to write patient stories on experience at MedStar for the hospital blog, in progress



10 pages on conditions

10 pages on conditions of the foot and ankle for the Department of Podiatry to support hospital's foot and ankle reconstruction SEO campaign

THE RESULT



- **Keyword-rich, SEO optimized content** specific to the services provided by each Department, in support of the MedStar marketing department's SEO campaigns
- **Linking strategy** with internal links to relevant MedStar pages to increase traffic volume sitewide, as well as external reference links to research from academic sources
- Content created by **writers with healthcare industry backgrounds**
- Full adherence to client **format, sourcing, and keyword guidelines**
- **Tailoring to target** specialty, market, and age group with each page of content
- Reliable information **sourced from scholarly articles and national healthcare organizations** like Mayo Clinic, American Medical Association, American Heart Association, American Cancer Society, and other specialty professional groups
- **Ongoing communication and coordination** around content development with MedStar Marketing Department and healthcare providers

Medical Web Experts is a team of trusted industry leaders that has been providing healthcare professionals with top notch web solutions since 2003.