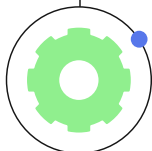
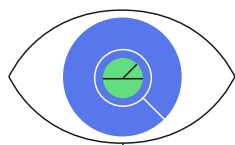


A photograph of three healthcare professionals in a clinical setting. In the foreground, a woman with dark hair in a ponytail, wearing a white lab coat and a blue stethoscope, is smiling and looking down. To her left, a man with glasses and a blue lab coat is also smiling. To her right, another woman with curly hair is partially visible, looking towards the center. A large purple triangle is overlaid on the bottom left of the image, containing the title text.

# Navigating the Challenges of Patient-Centered, HIPAA-Compliant Digital Experiences



# Sitefinity CMS for Healthcare Providers

## Empower Marketing to Deliver HIPAA-Compliant Patient-Centric Experiences

Provide patients with the consumer-style experiences they desire while enabling your marketing team to perform day-to-day tasks with 80% less dependency on IT.

### Improve the Practitioner/Patient Connection

Strengthen the relationship between practitioners and patients by providing tools that empower healthcare teams to deliver relevant information. Use intuitive tools to create personalized experiences that simplify patient access and foster ongoing involvement in their care journey.

### Provide Intuitive Appointment Scheduling

Offer seamless access to key services like appointment scheduling, patient records and educational content. Deliver a user-friendly, caring digital experience that lets patients navigate their healthcare journey on the device or channel they prefer.

### Maintain Compliance and Build Trust

Adhere to HIPAA regulations, prioritizing the security and privacy of sensitive patient data. Implement a robust, compliant CMS that protects your patients' data and builds trust.

### Reduce Data Integration Complexity

Streamline integration with critical healthcare systems, including EHRs. Uphold smooth data flow across platforms to enhance care coordination and elevate patient engagement.



## Digital Experiences Built Around Your Patients, By People Who Care

To support your patients' evolving needs, your team needs intuitive and flexible tools to create, manage and deliver tailored content.

### Ease of Use for Content Creators and Managers



Progress® Sitefinity® empowers content creators and managers with an intuitive, user-friendly interface that simplifies content management. Its drag-and-drop functionality and streamlined workflows allow healthcare teams to quickly update content, so that timely, relevant information is always available to patients without requiring extensive technical knowledge. This ease of use reduces bottlenecks and improves efficiency, allowing marketing and content teams to focus on enhancing patient experiences.

### Content Personalization



Sitefinity enables healthcare providers to deliver personalized content based on patient preferences and behaviors. By leveraging the personalization and Customer Data Platform capabilities of Sitefinity, healthcare providers can enhance patient engagement and satisfaction, offering tailored experiences that meet diverse patient needs.

### Scalability and Flexibility



The scalability offered by Sitefinity means that it adapts to healthcare providers' demands, from small clinics to large hospitals. It effortlessly handles increasing traffic and evolving digital requirements and maintains smooth, high-performing patient experiences.

### Compliance Management



Sitefinity supports HIPAA compliance with built-in features like data encryption, audit trails and secure user authentication. These capabilities help healthcare providers protect sensitive patient data and deliver secure and compliant digital experiences.

## Integration and Interoperability



The robust integration capabilities of Sitefinity connect seamlessly with EHRs, telehealth platforms and third-party systems. This creates a unified patient experience, streamlining key touchpoints and enhancing the patient journey for better health outcomes.

## User Journey Optimization



Sitefinity optimizes the patient journey with tools like appointment scheduling and patient portals. These features make interactions smoother and more intuitive, allowing healthcare providers to deliver seamless, patient-centered digital experiences.

# Improve Collaboration Between IT and Healthcare Staff

Get instant access to the critical features required to launch and maintain initiatives that enhance patient care and operational efficiency.



**“Sitefinity has brought us to the next level. The increase in mobile users proves that responsive design is working. Open APIs have allowed us to add new features for our users and to shift the burden of updating content from development to the stakeholders.”**

Matthew Shine, Web Developer,  
Lakeland Health

For Developers	For Practitioners
React/Next.js support or ASP.NET Core	AI-enhanced content authoring
Powerful headless APIs	Visual drag-and-drop page building
Content module/form builder	HIPAA complaint personalization/ customer data platform
Low-code, event-driven integrations	Workflows and content synchronization
Built-in DevOps and CI/CD	Digital asset management, search, CRM and MarTech integrations
SaaS/PaaS deployment	Personalization, audience segmentation and A/B testing

# Let Sitefinity Cloud Handle the Complexity for You

Sitefinity Cloud is a fully managed digital experience platform that streamlines and accelerates web operations. Launch quickly, stay current with the latest features and scale as your needs evolve—without the resource and infrastructure overhead of in-house deployment.

<b>Sitefinity Cloud Base</b>  Sitefinity Cloud Base provides the essentials for any cloud implementation. It allows you to create experiences on a cloud-managed infrastructure, with the flexibility to start small and scale parameters such as page views or users as your needs grow.	Global Azure Cloud Infrastructure	Access to the Latest Sitefinity CMS Features
	Triple Zone Redundancy	5 Supported Languages
	99.95% Uptime Service Level Availability (SLA)	Built-in Hosting for ASP.NET Core or Next.js Front Ends
	1 Million Included Pageviews	10 Backend Users
	5 Million Included API Calls	10 Service Management Users
	Customer Data Platform	Online and Phone Support
	1TB Media Blob Storage	

## Customizable Add-Ons

<b>Scalability Add-ons</b>  These add-ons help your business grow by increasing capacity and performance, allowing your digital presence to scale effectively.	Additional Pageviews	Additional Load-Balanced Environments
	Additional API Calls	Additional Backend Users
	Developer Extensions	Additional Supported Languages
	Dedicated Setup	24/7 Support
<b>Feature Add-ons</b>  These add-ons streamline workflows, simplify content management, accelerate creation and safeguard digital assets.	MarTech and Business Tools Connectors	Advanced Security & Compliance
	Ecommerce Integration	Azure AI Search
	Open AI Integration	
<b>Sitefinity Enterprise Package</b>  Enhance efficiency, simplify complex workflows and support global scalability with advanced personalization, robust integration capabilities and enterprise-grade governance.	Personalization	Integration Hub
	A/B Testing	Unlimited Backend Users
	Translation Management	Unlimited Languages
	Audit Trail	User Groups Per Site

[Learn More](#)

# Award Winning Content Management and Digital Experience Leader for 10+ Years

Loved by customers and recognized by analysts, Sitefinity empowers businesses to orchestrate engaging user-centric experiences with minimal overhead.



**Gartner**



**Gartner.**  
Peer *Insights*™



**Get a Demo**






## About Progress

[Progress Software](#) (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at [www.progress.com](http://www.progress.com)

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