Progress Sitefinity Powers a Clinical Decision Support Platform Serving 20,000+ Clinicians Worldwide

CASE STUDY

The Royal College of Radiologists

INDUSTRY
Healthcare
Education

PRODUCT
Progress® Sitefinity®

COUNTRY
United Kingdom

SUMMARY
The Royal College of Radiologists uses Progress Sitefinity CMS to power iRefer, a globally adopted clinical decision support (CDS) platform. Sitefinity software enables real-time content distribution across web, mobile apps and partner systems, supporting 20,000+ clinicians and processing over 200,000 imaging requests monthly. Integrated with Stripe and Azure AD B2C, iRefer leverages Sitefinity CMS as a single source of truth to deliver faster updates, improved efficiency and better patient outcomes worldwide.

> "Sitefinity serves as our single source of truth— real-time updates reach clinicians everywhere they practice."
>
> **Yash Chitale**
> Senior Product Manager, Royal College of Radiologists

Challenge

[The Royal College of Radiologists](#) (RCR) faced growing complexity in managing and distributing its iRefer guidelines, used globally to promote evidence-based imaging. Their Drupal-powered CMS faced limitations with update speed, content delivery and partner integrations. Rising imaging demand and clinical complexity required a more scalable, efficient and integrated digital experience so clinicians could receive timely guidance, reducing unnecessary tests and improving outcomes for patients.

Solution

Following a comprehensive evaluation—including Drupal 10 and Acquia—RCR selected Sitefinity for its intuitive authoring, headless capabilities, flexible API integrations and pricing. Working with partner Cybage, they migrated to a Sitefinity-powered Digital Experience Platform (DXP) that now serves as the single source of truth for all iRefer content.

The Sitefinity platform integrates with Stripe for seamless subscription management and Microsoft Azure AD B2C for secure identity management with single sign-on across web and mobile apps. SiteSync enables rapid environment replication for development and partner sites, while classifications support detailed content segmentation for FAQs and guidelines that help improve content discoverability and user satisfaction.

Crucially, the Sitefinity platform powers real-time content delivery, not just to RCR's own website and native mobile apps but also directly to clinical decision support (CDS) systems embedded into NHS in the UK and private hospital workflows via API. This integration allows referral support to happen directly at the point of care, inside patient records and ordering systems.

Additionally, a freemium model introduced on the Sitefinity-powered solution has dramatically improved engagement, allowing prospective customers to trial limited content before subscribing—contributing to significant business growth.

> **"The new platform has transformed our engagement. Bounce rates dropped from 95% to less than 30%, while new business grew significantly."**
>
> **Yash Chitale,**
> Senior Product Manager, Royal College of Radiologists

RCR engaged Progress Professional Services to support a complex integration with Azure AD B2C, which enabled secure, unified identity management across their website and mobile applications.

With that success, RCR plans to rely on Professional Services again as they transition into a maintenance and continuous improvement phase. By partnering directly with Progress experts on a flexible, time-and-materials basis, RCR gains trusted support for evolving their Sitefinity environment—without minimum commitments—while also exploring options like Sitefinity Cloud software and emerging AI capabilities to future-focus their digital experience.

Results

- **Operational Efficiency:** Updates to guidelines now automatically publish across web, mobile and partner CDS platforms in real-time.

- **Global Reach:** 20,000+ clinicians use iRefer CDS systems across the UK, Poland, Ireland, Australia and New Zealand; 200,000+ imaging requests processed monthly.

- **Business Impact:** Bounce rate reduced from 95% to less than 30% while new business grew significantly after launching the Sitefinity-powered solution.

About RCR

The Royal College of Radiologists is a UK-based global membership organization supporting doctors in clinical oncology and radiology. Its mission is to advance healthcare through education, standards and clinical excellence. The iRefer guidelines are a cornerstone of evidence-based imaging, widely adopted to improve diagnostic accuracy, efficiency and patient outcomes.

→ **Discover how Sitefinity CMS empowers healthcare leaders to deliver evidence-based guidance at scale and speed.**

About Progress

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