Case Study: University Health Network

expertfile™

Key Benefits

- **More Site Traffic and Media Inquiries**
  Once the UHN expert center went live on its website, reporters started to use it. In the first 90 days they had over 100 hours of time spent by visitors viewing their expert profiles. Direct inquiries for experts continue to grow, with a variety of requests coming in for media sources, conference speakers, patients, and expert witnesses.

- **More International Media Inquiries**
  Communications staff have noticed some interaction with international media who are discovering UHN experts through cross listings on the ExpertFile.com global database.

- **Faster Notification for Time-Sensitive Expert Inquiries**
  The ExpertFile system automatically routes instant email alerts to specific individuals within UHN when there is an expert inquiry. This helps staff to be more responsive to breaking news events when reporters are working to meet deadlines.

- **Strong Internal Adoption Rate Among Experts**
  UHN experts and their support staff, have been given login access to the ExpertFile platform; they see the value of having well-presented, comprehensive profiles that better communicate their research, accomplishments, and teaching to a wider audience.

- **More Insight into Performance with Real-Time Metrics**
  UHN's communications staff has access to detailed real-time and quarterly reports that show a range of metrics including profile views, engagement time on site, and expert inquiries sorted by type.

UHN Toronto General · Toronto Western · Princess Margaret · Toronto Rehab

Organization Profile

University Health Network (UHN) is a globally recognized leader in patient care, research and education. As Canada's largest medical center, UHN is organized as four major teaching hospitals: Toronto Western Hospital, Toronto General Hospital, Princess Margaret Cancer Centre and the Toronto Rehabilitation Institute. UHN devotes $300 million a year to research through its network and partners. Many physicians, scientists and researchers at UHN collaborate extensively with the University of Toronto, where they hold professorial appointments.

The Challenge

Create a Faster System to Match UHN Experts to Media Inquiries

UHN receives a large volume of requests from media – many of them are on deadline. Communications staff needed a comprehensive, online expert center that was easily searchable across the health system by internal staff as well as reporters, patients, and referring physicians.

Extend the Functionality of UHN's Current Technology Platform

UHN's current Content Management System (Microsoft SharePoint™ 2010) that hosts its physician and researcher profiles did not easily provide the ability to support a number of key requirements such as extended biographical information, multimedia files, and social media. They needed to easily extend the functionality of their existing Content Management System in a cost-effective manner.

Empower Marketing & Communications to Quickly Manage Expert Content

UHN's existing systems required staff with technical experience to make these changes, which resulted in delays. UHN Communications staff needed a simple way to login and quickly add content and make various changes to expert profiles across multiple locations simultaneously.
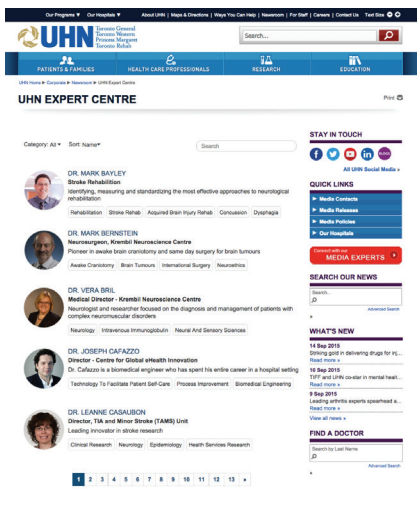
UHN at a Glance

- Globally recognized in key research areas that include cardiology, oncology, neuroscience and rehabilitation medicine
- Largest hospital system in Canada with 4 main hospital sites
- Employs over 10,000 staff and 1,500 medical professionals
- Trains more than 3,000 undergraduate, graduate and medical students
- Ranked 1st in Canada in terms of research funding (Source: Research Infosource Inc.)

> ExpertFile really helps our team present our medical experts in a more organized and engaging manner to reporters and other audiences. We're seeing significant gains in both our website traffic and an increased number of inquires from international media.

Gillian Howard
Vice President, Public Affairs
and Communications
University Health Network

The Solution

After a formal Request for Proposal process, UHN selected ExpertFile to deliver a set of applications to improve its visibility and internal operations at an affordable price. This solution offered features that included:

A Centralized, Integrated Online Expert Center

ExpertFile provided assistance developing draft profiles for UHN's experts and assisted with integration into the UHN website and newsroom. With a single training session, communications staff were able to use the system to dynamically publish expert content to the UHN website, with no technical knowledge required.

Search Optimized ExpertFile Profiles

ExpertFile allows UHN experts to quickly organize publications, media appearances, and multimedia assets including Youtube™ and Vimeo™ video clips, publications and social media feeds. All profiles are optimized for searches on the UHN website and are designed to improve rankings on Google searches.

Real-Time Dashboard Metrics & Email Alerts

ExpertFile provides the UHN team with control over all organizational publishing and inquiry activities using an easy-to-use administrative dashboard, showing key metrics including real-time email alerts for inquiries, profile completion status, profile views, search rankings, and expert inquiries.

Easy Integration into Current Content Management System

ExpertFile provided all the technical support required to quickly integrate into UHN's existing Microsoft™ SharePoint 2010 Content Management System, without the need for costly, time-consuming software upgrades.

The Results

- Improved search rankings for experts on Google
- Higher website engagement (based on expert profile views & time on website)
- Increased media inquiries
- Increased international press inquiries
- Faster updates to expert content with no need for technical support
- More efficient matching of experts to specific media source requests
- Better expert content analysis supported through metrics
- A full supported system with dedicated ExpertFile staff available on-call

GET STARTED NOW
It's time to amplify your experts

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