

HELLO HUMANKINDNESS.

“Giving candidates access to the nation’s 5th largest hospital network in the palm of their hand.”



Challenge

With the explosion of mobile technology in the marketplace, connectivity has become a 24/7 proposition, giving users access to information whenever—and wherever—they want. The question facing Dignity Health was simple: how do you enable an already competitive web presence to fully engage mobile audiences? As a not-for-profit system of more than 40 hospitals and facilities in the Western United States, Dignity was in the midst of a complete corporate re-branding. “Hello humankindness” invited healthcare professionals to challenge an industry and join a movement of the heart. JWT INSIDE was tasked with finding a way to extend Dignity’s online reach while reflecting its new brand initiative.

Moment of Truth

In reviewing Dignity Health’s current online presence, the JWT INSIDE team learned that the organization had no dedicated application for mobile technology. Users accessing the site on mobile devices found navigation and performance to be difficult. JWT INSIDE saw an opportunity to help Dignity Health fully embrace new technology, while reaching an ever-expanding pool of potential candidates using mobile platforms.



Solution

JWT INSIDE deployed the latest in Responsive Web Design, proposing a solution that went beyond simply a mobile site. We developed a future-friendly site that worked on dozens of different devices, from iPhone and Android to iPad and Kindle. What’s more, we built the site with a fully functional Content Management System (CMS), enabling our clients to quickly and easily revise and change their own site content.

Measure of Success

The Dignity Health responsive site went live, successfully giving the organization greater recruitment reach while bringing the message to a tech-savvy audience. What’s more, JWT INSIDE was able to leverage Dignity’s existing web content investment, recommending a retrofitted Responsive Design instead of a complete rebuild, resulting in savings for the organization of more than 40%, versus what a new site would cost. The launch also brought Dignity’s online presence in line with its brand initiative. Going forward, Dignity Health is well positioned as both an employer of choice and an early adapter of next generation technology.