

CASE STUDY

Improving the Patient
and Referring Physician
Experience at the New York
Proton Center Through
Strategic Web Redesign

MARCOM
AWARDS



NEW YORK
PRONTON CENTER

ABOUT NEW YORK PROTON CENTER

The New York Proton Center (NYPC) provides an advanced form of radiation therapy treatment for patients facing a cancer diagnosis. Created through a unique partnership with three world-class academic medical centers — Memorial Sloan Kettering Cancer Center, Montefiore Health System, and Mount Sinai Health System — the New York Proton Center treats approximately 1,200 patients each year and is one of the busiest proton centers in the world.

With a focus on delivering a high-quality, personalized patient experience, the New York Proton Center knew it was time to overhaul its outdated website to help patients better navigate what to expect in terms of treatment and care at the center and how to request a consultation. NYPC conducted a Request for Proposals (RFP) process and ultimately selected SilverTech because of the team's depth of expertise, understanding of the patient journey, and ability to make smart technology and user experience decisions.

FORMER WEBSITE CHALLENGES

- 1. Patients Struggling to Find Information:** The former website's navigation was unclear, leading patients to struggle when searching for key details about treatments, physicians, and other resources they needed to make informed decisions about their care.
- 2. No Clear Referral Process for Physicians:** Physicians did not have a clear online avenue to refer patients or connect with the specialists at NYPC.
- 3. Missing Key Patient Experience Content:** A crucial element—detailing what patients could expect before, during, and after their treatment—was not present, leaving patients unsure of the process and experience at NYPC.

SILVERTECH'S APPROACH

User Testing and Benchmarking: SilverTech began by conducting extensive user testing to benchmark how visitors, including patients and physicians, behaved on the website. This testing helped identify key areas where users struggled.

Strategic Content Reorganization: Based on insights from the user tests, SilverTech redesigned the site architecture with a clear content strategy. The new structure was optimized to address the following:

- ✓ **Improved Navigation for Patients:** The site's menus and content organization were reworked to ensure that patients could easily find vital information about treatment options, resources, and support services. User testing showed that the new content tree allowed testers to find the information they were looking for 30% faster.
- ✓ **Referring Physician Portal:** SilverTech created a dedicated section for physicians, simplifying the referral process and making it easy for healthcare providers to submit HIPAA-compliant patient referrals. This was a crucial feature missing from the old site.
- ✓ **Patient Experience Section:** Recognizing that the site lacked an important and detailed explanation of what patients could expect during their time at NYPC, SilverTech added a section outlining every step of the patient experience, from initial consultation to post-treatment care.

Website Design and Development on WordPress CMS:

The new website site was created with a modern, professional design and was built on an updated version of WordPress. WordPress was chosen due to its ease of use and internal client-side technical skillsets. The CMS was integrated with Yoast for SEO optimization and JotForm for HIPAA-compliant forms.

SilverTech's user-driven approach to redesigning the New York Proton Center website addressed core challenges of usability, form submission quality, and content gaps. By relying on data from user testing and ensuring the new architecture aligned with the needs of patients and physicians, SilverTech was able to deliver a significantly improved digital experience. The newly launched website is expected to:

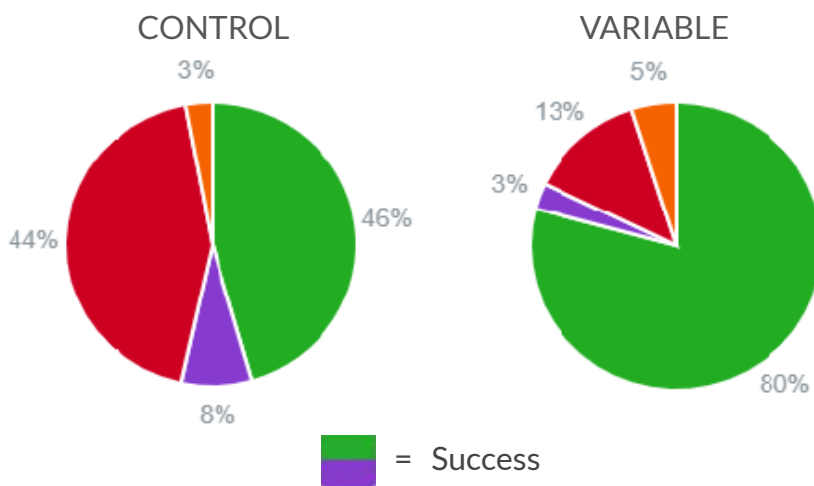
- ✓ Increase user satisfaction
- ✓ Improve search engine optimization
- ✓ Boost referrals
- ✓ Improve form efficiency
- ✓ Deliver better patient understanding of proton therapy treatment

The New York Proton Center is continuing to work with SilverTech to build out a reporting dashboard that will allow website results to be consolidated with additional marketing channels. NYPC is aiming to continue working with SilverTech digital marketing strategists for analysis, insights and ideas to continue improving the center's digital experience.

USER TESTING RESULTS

Various user tests were conducted, revealing insights on how New York Proton Center users interpret labels, headings, and content available on the website. Here is an example:

Question: You have recently received a cancer diagnosis and are looking for alternative treatment methods to traditional radiation. You have never heard of proton therapy. Where would you go for an overview of proton therapy?








Insights:

This task had a high success rate, showing users could easily find the information. This supports the recommendation for comprehensive labeling in the Proton Therapy section and indicates less time was needed to find the required information.

RESULTS

Within 6 months after launching, the new website generated:

-  **34% increase** in overall traffic to the site
-  **38% increase** in total users
-  **37% increase** in new users compared to prior year
-  **64% increase** in organic search traffic
-  **54% engagement rate**

TESTIMONIAL

“Working with the SilverTech team was an incredibly efficient and seamless experience. Despite my initial timeline of six to seven months, you quickly recognized the urgency and did an amazing job getting our site up fast. The depth of expertise within your team was evident, with specialists from every discipline contributing to the project. Your insight into technology choices, like selecting the right form provider to make sure it was HIPPA compliant, really stood out and made it feel like a true partnership. I was thoroughly impressed by the company’s depth of experience and dedication throughout the process.”

- **Melissa Weisstuch, Marketing & Communications Manager, New York Proton Center**

THE CREATIVE

