The Fight Against Heart Disease and Stroke is Now Personal

Formed in 1924, the American Heart Association (AHA) is the nation's oldest and largest voluntary organization dedicated to fighting heart disease and stroke. The AHA plays an integral role in the funding of innovative research, in the fight for stronger public health policies, and with the provision of critical tools and information to improve lives. Its shared focus on cardiovascular health unites our more than 33 million volunteers and supporters as well as our more than 3,400 employees.

AHA updates its digital presence to expand their mission of saving lives

AHA sees its digital presence as a key tool in every aspect of its mission. However, the organization was limited by a content management system that had not been redesigned in a decade. In addition to the AHA website having grown visually out of date, it also did not offer content in a way today's audiences wish to consume it. Furthermore, altering content had grown cumbersome to update and the AHA was also seeking a new way to leverage analytics to personalize communication.

Creating a personalized and HIPAA compliant customer experience

With this vision in mind, AHA turned to Sitecore partner XCentium to bring its strategy to life. XCentium deployed Sitecore to unify an AHA digital presence across disparate platforms. Sitecore provided a consistent approach to page construction and optimization, as well as a roadmap to personalization.

AHA deployed Sitecore Experience Platform (XP) with Sitecore xAnalytics and Sitecore Experience Database (xDB). The solution runs in the Microsoft Azure cloud for speed, scalability, and geo-redundancy — especially important for resilience and to meet any demand peaks, such as when blood pressure guidelines change. Cloud deployment also reduces AHA's IT burden.

"We've been down this road for years of buying, patching, and managing infrastructure. We wanted to get out of this business," said Todd LeCocq, Director of Digital Solutions at AHA. "The cloud offers that benefit."

The site is mobile-optimized to deliver a best-in-class engagement experience. Its modular design using templates enables content editors — including those at AHA affiliates sponsoring specific programs — to compose pages and establish personalization that leverages data from Sitecore Analytics.

CLIENT

American Heart Association

WEBSITES

www.heart.org
www.stroke.org
www.goredforwomen.org
www.cpr.heart.org
www.empoweredtoserve.org

INDUSTRIES

NonProfit
Associations

SOLUTIONS

Sitecore Experience Platform (XP 9.0)
Sitecore Experience Analytics
Sitecore Experience Database
Sitecore on Microsoft Azure PaaS
Luminate
AP iATOM
Salesforce Marketing Cloud
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Google Analytics
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> "Sitecore gives us the power to create content based on what we learn our users actually need. We can build customer profiles to tailor the experience of each user."
>
> **- Jacque Sebany,** Vice President of Digital Content American Heart Association

Revitalizing member engagement online and across America

AHA's digital transformation revitalized not just the organization's public face to the world, but also its internal processes and collaboration. Now there's one communication channel.

"We've used the content-sharing feature because we've got sites that share some core content," said Jacque Sebany, Vice President at AHA. "We've enjoyed the ease of being able to do that."

To other organizations undertaking the Sitecore journey, AHA offers advice: Choose an implementation partner that understands site architecture and best practices for using Sitecore to migrate incrementally from legacy platforms.

"At a high level, start your Sitecore journey with a scope of one thing, and then just build on that, duplicate those successes into other areas," said Mukesh Wani, Development Manager in AHA's business technology department. "Follow the Helix design principles and conventions for Sitecore development. You'll have better upgrade paths down the road and fewer headaches."

The power of personalization helps the American Heart Association save

The personalization power of Sitecore opened new horizons of possibility. Site visitors who indicate that their blood pressure is in the high range could be served appropriate recipes or lifestyle information. People within particular geographic locations can be kept up to date about events or volunteer opportunities in their area. Donors can be shown the impact of their generosity.

"We started with a vision to leverage our site to drive volunteerism, donations, and advocacy — all the major parts of our puzzle," Sebany says. "The Sitecore-enabled transformation of AHA's digital strategy achieves this."