University of Minnesota Health represents clinical and hospital services provided by University of Minnesota Physicians and University of Minnesota Medical Center.
Meet our Team

Fully integrated marketing team – UMPhysicians, Fairview

– Jody Hilgers, Vice President of Marketing
  • Matt Feyen, Director of Digital Marketing and Marketing Operations
    – Bridget Kelly
    – Keri Lorenzen
    – Angie Lindell
    – David Henke
    – David Steinhaus
    – Jessica Hill
  • Digital Marketing Team
  • Katie Colon, Director of Marketing, Channel Integration
    – Team of account planners
  • Nancy Martin, Creative Director
Situation Overview

• Services in this brand are currently represented by five different websites:
  • UMPhysicians
  • University of Minnesota Medical Center
  • University of Minnesota Masonic Children’s Hospital
  • Cancer Care
  • Heart Care

• We will merge UMMC, Children’s, Heart, Cancer, and most of UMP site into new site at www.UMNHealth.org

• UMP will retain its own web presence to highlight those services not in UMN Health as well as those provided through other health systems.
Phase 1: Discovery and strategic recommendations (complete)

Phase 2: Information architecture and high-level design (complete)

Phase 3: Detailed design and technical development (in process)

Ongoing: New content development

Bridge site: Launched June 9th
Blog and social media channels: Launched with bridge site, June 9th
Bridge Site – umnhealth.org

- Launched June 9th
- Bridge site describes the new brand and what it means for our priority audiences, links to existing websites
- Connects users to blog and social media channels
- UMNHealth.org is being promoted across brand campaign (print, radio, web, etc.)
Blog – blogs.umnhealth.org

- Also launched June 9th
- More than 100 posts and over 10,000 visits per month.
- Being promoted across our newly-branded social media channels
University of Minnesota Health Website

Phase 1: Discovery and Strategy

- User surveys
- Review of web analytics (pages visited, actions taken, etc.)
- Internal stakeholder interviews
- Created detailed user personas for primary target audiences
- Resulted in 93-page document outlining findings, operational integration considerations, and strategic recommendations for building an integrated web presence
Phase 1: Discovery and Strategy

Strategic Principles for UMNHealth.org

Users First
Every detail of the site should work to answer the questions and needs of our visitors — not to accommodate our internal structure.

One Brand, One Experience
We want to convey that we are one cohesive team in all things that we do. This will be done through consistent branding, language, style and navigational approach.

Be Found, Be Relevant, Be Clearly The Best
Our content must have these characteristics: exceptional search engine optimization (SEO), content that is vetted with the needs of our users in mind, and proof of our academic medicine differentiator.
Phase 1: Discovery and Strategy

• Users want quick access to information about our clinical services, locations, and providers, and they use search and browse functionalities equally.

• Users want web access to information about their patient journey, for example: pre-appointment information, driving and parking information, online forms, MyChart, and paying their bill online.

• It is important to highlight the benefits of academic medicine, past and current breakthroughs and easy access to clinical trials – one of our differentiators in the marketplace.
Key recommendations

• Resolve duplicate and often inconsistent content (including clinical services and provider bios) by merging all University of Minnesota Health digital properties into a single, comprehensive, and user-centric website that showcases our expert, multidisciplinary care.

• Work more closely with Fairview and Medical School/Academic Health Center departments to eliminate duplicate content and ensure seamless handoffs/linking between the all sites.
Current Work and Next steps

• Detailed design and technical build-out of the site

• Will be working with clinics and departments as we develop and review content for the new site.

• Website edits – email us at web@umnhealth.org (please include a link to the page you’re referencing along with the edit you’d like to be made)