

## A Microsite Fit for a Prestigious Partnership

### PROJECT GOALS

The Adventist team reached out to Geometric to create a dedicated microsite for its cancer service line, which was experiencing rapid growth by establishing new partnerships and treatment centers.

**#1**

Tell the story of Adventist's comprehensive cancer services.

**#2**

Design a scalable site with flexible templates, content layouts and location profiles.

**#3**

Manage complex stakeholder relationships and ensure stakeholders from all parties are satisfied with the microsite.

### OVERVIEW

#### Adventist HealthCare

Gaithersburg, MD

**Employee Count:**

6,200 employees

**Annual Patient Encounters:**

689,125

**Locations:**

63

**Hospitals:**

5

**Region:**

Washington, D.C.

# SCOPE OF PROJECT



## Telling the Story

A major goal of the design phase was to clearly communicate the service line's story and how Adventist has teamed up with local providers to better serve the community.



## Warm Visual Welcome

The site design needed to inspire feelings of warmth, authenticity and trustworthiness in visitors and begin building an emotional connection between them and the Adventist brand.



## Strategic Structure

An important feature of the site architecture is that it not only has content for a variety of audiences, but content that aligns with the real-life patient journey.



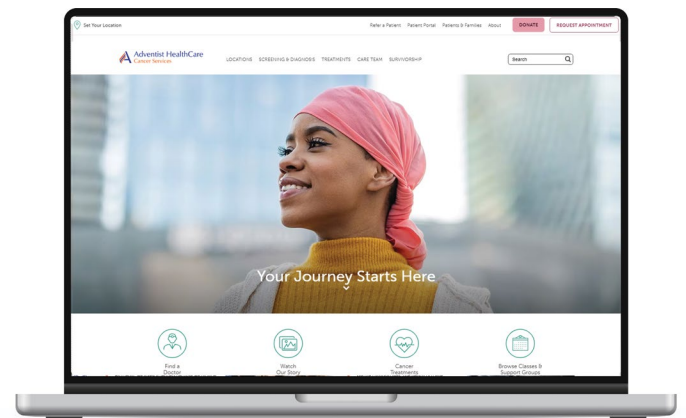
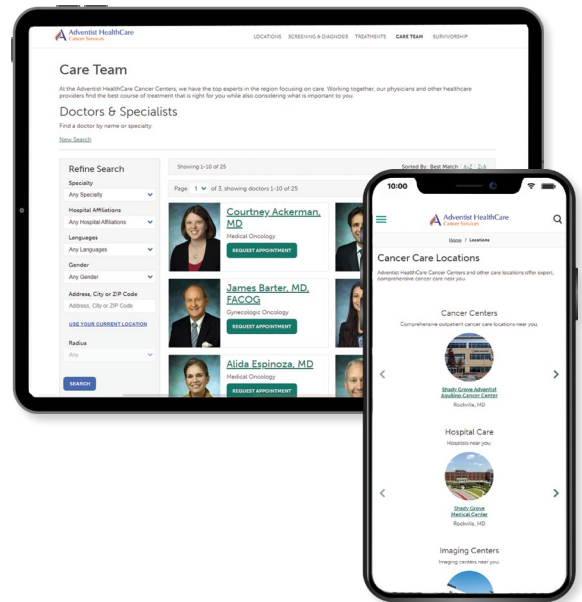
## Inspiring Action

From online referrals and donations for secondary audiences to in-depth content, events and patient survivorship, users at any stage of their journey can find relevant and actionable information.



## Driven to Grow

With new partnerships solidified and the possibility of Adventist adding even more centers and services, the microsite is designed to be highly flexible and easy for editors to expand as needed.



# RESULTS

Since launching in November 2023, the microsite delivered:



**9,700+**  
Page Views



**49%**  
Page View Traffic  
From Organic Search



**3,500**  
Multi-Page Sessions  
(Industry benchmark: 35%–55%)



**59%**  
Average Engagement Rate  
(Industry benchmark: 50%–60%)



**23%**  
Direct Traffic



**40%**  
Bounce Rate