

Case study

Loma Linda University Health delivers engaging customer experiences across multiple channels with HP Autonomy platform



HP Autonomy customer case study

Read how Loma Linda University Health delivers dynamic, targeted websites and leverages augmented reality technology to strengthen its position as a cutting-edge institution

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— Brian Harris, Executive Director, Web Operations, Loma Linda University Shared Services

Loma Linda University Health (LLUH) is a leading health sciences institution located in Southern California, with more than 4,000 students from over 80 countries and virtually every state in the nation. To remain on the cutting edge and to attract students, patients, employees, and world-class professors, LLUH needed a platform that could not only increase their efficiency and competitiveness, but enhance their marketing capabilities in innovative ways.

During the decision making process, the university examined a few enterprise class technologies. “We had some complexity to overcome due to our separate organizations, schools, departments and individuals managing unique web properties. This made for a very distributed, decentralized environment. We needed a solution that would give us the flexibility and scalability to accommodate the different groups across the campus,” said Brian Harris, Executive Director, Web Operations at Loma Linda University Shared Services.

HP Autonomy delivers dynamic, targeted websites

Today, university staff uses Autonomy TeamSite and Autonomy LiveSite to quickly and easily create, modify, archive, and publish text, images, videos, and other dynamic content to its primary Loma Linda University website, the Loma Linda University Medical Center site, multiple microsites, and the Medical Center intranet. The new HP Autonomy solutions allow staff to more effectively engage with a range of audiences, including patients, students, donors, and the medical community— across different marketing channels.

Before HP Autonomy, the university relied on a difficult to maneuver, custom system that was only usable by a small, tech-savvy group of individuals. Now, given the straightforward design and ease of use of Autonomy WCM, more than 300 staff are benefitting by managing websites and pages that they own.

In its health care marketing department, LLUH uses Autonomy Virage MediaBin to centrally manage more than 80,000 digital assets.

This is in stark comparison to the previous approach where digital assets were stored locally across laptops, hard drives, stand-alone file servers, and other storage devices. Having digital assets spread across different devices complicated collaboration between departments, and resulted in time lost trying to find content. Also, because there was no version control, old files and multiple versions of files were taking up valuable, limited capacity storage space. Any type of disaster recovery scenario also presented challenges. It was difficult if not impossible to recover an asset that was lost due to a drive or file corruption or an employee departing. Now, the organization benefits from increased efficiency in how digital assets are managed, deployed, and archived. The new process is much easier, and more secure.

Just completing its first phase of implementation in the health care marketing department, LLUH has migrated 80,000 assets into the new system. Going forward, migrations are planned for student marketing, printing services, and other departments around the organization.

The new technologies, all powered by Autonomy IDOL, enable the university to deliver a targeted and compelling web experience to Internet users across devices, web browsers, and operating systems. By understanding concepts and ideas in all forms of information, Autonomy IDOL helps LLUH serve up the right mix of content, videos, and images to its growing digital community. Additionally, IDOL supports searches across all three main sites, as well as physician search applications and customized news on the LLUMC intranet. Going forward, the goal is to utilize IDOL for other database-driven web applications.

“We did a major migration from a homegrown solution that was decentralized and labor intensive, and HP Autonomy helped us navigate to an intuitive, streamlined system that really makes everyone’s jobs easier,” said Brian Harris, Executive Director, Web Operations at Loma Linda University Shared Services. “We chose HP Autonomy because we felt it was the best solution to help us reach our aspirations as an innovative institution that leverages the latest in digital technologies to engage and serve our growing and diverse community.”



Aurasma helps LLUH add sizzle to their conference presence

The university embraced HP Autonomy's augmented reality technology, Aurasma, to add sizzle to its presence at a recent national teacher's conference, and has integrated the technology into their prospective student marketing materials and activities.

LLUH designed its own app, called "Loma Linda AR," which allowed users to aim their mobile device at an image and see an engaging video on their device. Using Aurasma to merge the physical and virtual worlds enabled the university to deliver engaging information in an entirely different way. The video that viewers watched also included a click-through to the pertinent area of the university's website.

In another use of Aurasma, when a conference attendee aimed their mobile device at an ad in the conference guide book, an introductory video launched showing university president Richard H. Hart, MD, Dr PH speaking. Users also had the option to click-through to a website that was specifically designed for prospective students. In the future, the university intends to embed Aurasma augmented reality into more marketing and event campaigns.

To draw more attention at the conference booth, each of Loma Linda's eight unique schools were represented by an eight foot

roll-up banner in the booth. Each banner had an Aurasma targeted image, which launched a short 20- to 40-second video describing that particular profession of the school, and a further click-through to the appropriate career site. Harris reported, "The implementation and execution in the booth had an interesting impact because the exhibit hall was noisy, but it was very successful in garnering attention to the booth. People were coming over to see the technology in action, and get information in the process. We considered the program a real success." Harris' team also shared the print collateral pieces with the executive board of the university, and the technology aspect was embraced very positively.

Recently, the Loma Linda Augmented Reality (AR) app has been used with great success in prospective student marketing at college fairs, for visits by marketers, in presentations, and in marketing materials. Prospective students have been very interested in this innovative technology due to its engaging capabilities, and it has a high pass-on rate to their friends and families.

"Loma Linda University Health is a pioneering and cutting edge institution leveraging innovative digital technologies to more effectively inform, engage, and serve their various constituents across all channels," said Rafiq Mohammadi, Chief Executive Officer of HP Autonomy Promote. "We are honored to play an important role in helping the university as it continues to shine as a beacon in the medical community."



About Loma Linda University Health

Loma Linda University Health includes Loma Linda University's eight professional schools, Loma Linda University Medical Center's six hospitals, and 800 faculty physicians located in the Inland Empire of Southern California. Established in 1905, LLUH is a global leader in education, research, and clinical care. It offers over 100 academic programs and provides quality healthcare to 40,000 inpatients and 1.5 million outpatients each year.

A Seventh-day Adventist organization, LLUH is a faith-based health system with a mission "to continue the teaching and healing ministry of Jesus Christ."

About HP Autonomy

HP Autonomy is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. HP Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a powerful tool for companies seeking to get the most out of their data. HP Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. HP Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

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