

Community Health Systems

Community Health Systems (CHS) is one of the nation's leading operators of general acute care hospitals. The organization's affiliates own, operate or lease more than 135 hospitals in 29 states, with an aggregate of approximately 20,000 licensed beds.

Placing webpage production in the hands of the marketing department

(no coding knowledge required)

In fall of 2012 a plan was initiated that called for the creation of 150+ online physician profiles to help nearby patients locate and access information necessary to make the visit. Because of the team's limited resources, a tool was needed that would allow a small team (of 2 people) to create and deploy web pages without the aid of a developer. After evaluating various CMS platforms the available solutions seemed overly complex, costly, and out of scope of what the team was trying to achieve.

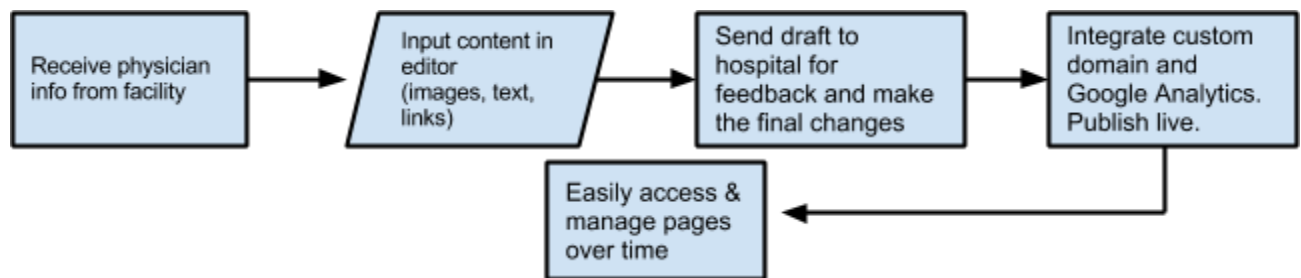
A simple approach to a CMS.

Populr's simplistic approach to a CMS has helped the team roll out 150+ pages in a much faster timeline, and at the fraction of the budgeting costs.

What differentiates Populr from other CMS platforms.

- **Faster creation:** Use templates and duplicate existing pages so you never have to start from scratch.
- **Flexible design:** Custom designs allow the team to focus more on the content.
- **Easy setup:** DIY domain & google analytics integration.
- **Clean organization:** Simple approach to accessing your pages makes content management fast and easy.

The process:



Live CHS pages on the web.

<http://metrosouthhealthcenteratnorthbeverly.com/>

<http://demingorthopedics.com/>