

## NON-PROFIT PROFESSIONAL ORGANIZATION > WEBSITE REDESIGN

### BACKGROUND AND CHALLENGES

The International Society for Heart and Lung Transplantation (ISHLT), is a highly successful and helpful organization, but their website was not reaching the appropriate standards for their needs. The website was static, housed a great deal of content, did not render well on mobile devices, and could not be utilized as an effective marketing tool. The website was created in the 1990's by a partner organization that required ISHLT staff to submit formal requests for any website updates. Without the proper website development, ISHLT had low user engagement, and was forced to communicate to members by printing and mailing all forms of communication. Additionally, members were required to have up to four usernames and passwords for each of the ISHLT systems.

Major challenges of this project included:

- **The client needed to develop a website that would have single sign-on functionality**
- **The ISHLT team required a solution that the non-technical marketing team could easily maintain**
- **The chosen CMS needed email marketing features so the organization could communicate to members spread over multiple countries and time zones**
- **As part of the new build, the organization required a mobile-responsive website that was able to render appropriately on a member device**

### SOLUTIONS

ATS chose the Kentico, all-in-one CMS, E-commerce, and Online Marketing platform to build ISHLT a mobile and user-friendly website. The website has single sign-on functionality that connects to their existing Learning Management System (Digitell), Association Management System (IMPAK), Online Journal platform (Elsevier), and Online Community (Higher Logic). The build also houses an easy-to-use search function.

### RESULTS

As a result of ATS' redesign and integration of several publications, ISHLT was able to meet its goal of increasing member engagement online. The organization is on target to save more than \$100k in printing costs annually. Today, the website looks fresh, crisp, and modern, which gives it better appeal to a tech-savvy audience. The new layout and flexible CMS combines larger graphics with clear calls to action, so important information has a better chance of being seen.

- **Kentico's numerous customizable features allowed the ISHLT team to become self-reliant.**
- **The team can now efficiently handle marketing and e-commerce activities under a single platform.**
- **The integration of several applications allowed ISHLT to meet its goal of increasing member engagement online. The organization is also on target to save more than \$100k in printing costs annually.**

#### Count on ATS

"Our website just looked old fashioned. ATS migrated us from an archaic, HTML-heavy, static website to an easy to update, mobile responsive CMS that was user friendly for our staff and our members."

**The International Society for Heart and Lung Transplantation (ISHLT)**  
Amanda Rowe, Executive Director