

AADE Reinvents Online Presence with a Modern Approach to Design and Usability

Client Profile

AADE is a multi-disciplinary organization dedicated to improving diabetes care through education. AADE's network of practitioners includes more than 14,000 nurses, dietitians, pharmacists and other professionals.

Key Message

DiabetesEducator.org is the preferred website for Diabetes Educators to find resources, education, practice documents, research, and AADE information that provides day-to-day assistance as they help people with diabetes live long, healthy lives.

Unique Challenge

AADE's dated website didn't effectively deliver the resources the organization offered to help members. The old site had poor information architecture, limited capabilities and did not work on a mobile device. From a design perspective, the look and feel was out of step with AADE's branding.

Goals

- Make it easier for diabetes educators to find AADE's information with an improved navigation and user experience.
- Make it easier for members and customers to find and purchase education and products.
- Improve login functionality and integration with netFORUM Enterprise AMS.
- Advanced content management that enables the organization to respond to member needs with better content publishing tools.

Solution

- Conducted thorough discovery and audience-analysis.
- Conducted card sort and usability testing.
- Implemented the Sitefinity CMS for content management and publishing.
- Created a single sign-on (SSO) between Sitefinity CMS, netFORUM Enterprise and Socius Online Community.
- Education calendar integrated with netFORUM Enterprise to promote opportunities and simplify transactions.

Results

- Contemporary design presenting content in a visually appealing and engaging way.
- Improved navigation and web-friendly content that helps diabetes educators serve their patients.
- Improved content publishing enabling subject matter experts and staff to quickly respond to member needs.
- Recognized with a Sitefinity Top 5 Website of the Quarter Award (Q2 2015) for excellence in user experience and innovation applying Sitefinity features and capabilities.

Case Study:

American Association of Diabetes Educators



www.diabeteseducator.org

Technologies:

Sitefinity CMS

netFORUM Enterprise

Socius Online Community

Vanguard helped us think strategically and not just focus on design. It helped us put structure to the audiences and develop a common language so all stakeholders are looking at the website through the members' eyes. The result is a strong foundation and platform that will help us grow and serve our members.

Ken Widelka, CAE, CPA

Chief Operating Officer
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Diabetes Educators