

American Society of Anesthesiologists

The American Society of Anesthesiologists Optimizes Search on its Website with Coveo for Sitecore

Snapshot:

- ▶ **Industry:**
Non-Profit
- ▶ **Geography (HQ):**
Park Ridge, IL, USA
- ▶ **Types of Users:**
51,000+ ASA members and staff, and the public
- ▶ **Statistics:**
Websites: 7
Documents/Content: ~51,000
Visitors (unique): 1.3M per year
Page Views: 4.5M per year
- ▶ **Coveo Solution:**
Coveo for Sitecore
- ▶ **Connector Types:**
Sitecore, Web
- ▶ **Content Indexed:**
Web content, Microsoft Office documents, pdfs, audio & video files

Client

Founded in 1905, the American Society of Anesthesiologists (ASA) is an educational research and scientific association of physicians organized to raise and maintain the standards of the medical practice of anesthesiology and improve the care of the patient.

With a membership base of more than 51,000 physicians, residents and students worldwide, ASA depends on the search functionality of its website to provide its members with the right piece of research, in real time. After its incumbent website search solution, the Google Search Appliance, failed to return relevant results, ASA tasked Coveo with providing a more relevant and sophisticated way to allow its members to find the content for their specific context. Now using Coveo, ASA ensures member satisfaction by delivering highly relevant results and a personalized online experience. Coveo has changed the way the organization provides and evaluates content.

Learn more and request a demo:

www.coveo.com
info@coveo.com

United States
San Mateo, CA
+1.800.635.5476

Canada
Quebec City, QC
+1.418.263.1111

Europe (EMEA)
Schiphol-Rijk, Netherlands
+31 (0)20 658 6334



Coveo for Sitecore

Business Goals:

- ▶ Increase participation and online engagement with ASA members, through its website
- ▶ Increase visibility into relevant medical research content
- ▶ Empower ASA staff to manage and tune the website search experience

Challenge

As the leading medical society in its specialty, ASA depends on providing valuable, educational content to its 51,000 members in order to increase their ranks, ensure high membership retention rates and bolster its standing as the premier resource for the physician anesthesiologist community. This presence is especially important on its main website, which serves as the primary repository for its medical knowledge and research.

ASA knew that its members were heavily using search functionality on the website – 50 percent of all site visitors use the search tool to find the information they need. Oftentimes, these members were looking for a very specific practice guideline, used in a real-world medical environment, which could consist of a large file size or specific format. To support its members’ dependence on search, ASA’s web team initially installed a Google Search Appliance (GSA) to better index its large repository of research.

However, it became quickly apparent that the incumbent solution was not meeting the high standards the ASA Web and Digital Services and Information Technology teams demanded for its members. The main problem was simple. GSA wasn’t generating relevant results. Additionally, a “time out” on requests would appear if the file was exceptionally large. “It posed significant challenges,” said ASA Director of Information Technology, Dan Barron, who was part of the team that evaluated and implemented Coveo. “We deployed features and functionality with GSA that simply did not work.” This resulted in an adverse impact on the organization’s overall online experience and ASA knew changes needed to be made.

Selection and Implementation

ASA began its search by examining vendors that integrated well with Sitecore, the organization’s web content management platform. Following a 90-day selection process, the team ultimately selected Coveo.

With Coveo’s attentiveness and speed during the implementation process, ASA was able to fully transition to Coveo quickly and easily. Once the system was initially in place, it began to add repositories of files. “One of the advantages that we saw from Coveo was its scalability,” said ASA Web and Digital Services Manager, Paul Pustelnik. “We could implement it quickly, and give our members a turbo boost from the site search immediately.”

Learn more and request a demo:

www.coveo.com
info@coveo.com

United States
San Mateo, CA
+1.800.635.5476

Canada
Quebec City, QC
+1.418.263.1111

Europe (EMEA)
Schiphol-Rijk, Netherlands
+31 (0)20 658 6334



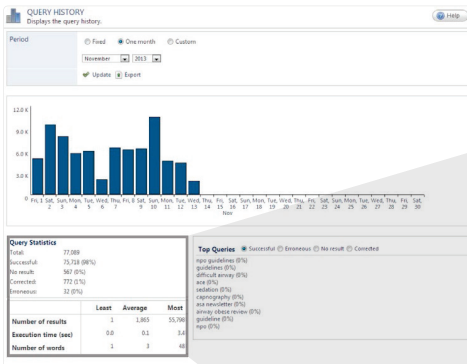
Coveo for Sitecore

Results at a Glance:

- ▶ Dramatically improved search experience, resulting in users conducting 3 times more searches per day
- ▶ Increased visitor engagement and online membership
- ▶ Better knowledge management through search-driven metadata enrichment

Another differentiator for Coveo was its ability to customize and refine results. With the help of Coveo, the ASA team created a “Top Results” page, which utilized Coveo’s capability to increase the ranking of select pieces of content that would be supremely valuable to members. Guided by a committee of influential and knowledgeable physician anesthesiologists that helped identify relevant content, the Web & Digital Services team was able to intelligently predict the content that received top promotion. They also refined results by website section, document type and year.

ASA also found the Coveo solution to be easy to configure and manage – making it a far departure from Google. “Being in operations, even though we had many developers spending numerous hours working on GSA, we couldn’t get it to work the way we needed it to,” said Barron. “With Coveo’s flexibility and configurability, our developers can apply their time and talents to other key areas of our department.”



Query Statistics

Total:	77,089
Successful:	75,718 (98%)
No result:	567 (0%)
Corrected:	772 (1%)
Erroneous:	32 (0%)

	Least	Average	Most
Number of results	1	1,865	55,798
Execution time (sec)	0,0	0,1	3,4
Number of words	1	3	48

Learn more and request a demo:

www.coveo.com
info@coveo.com

United States
 San Mateo, CA
 +1.800.635.5476

Canada
 Quebec City, QC
 +1.418.263.1111

Europe (EMEA)
 Schiphol-Rijk, Netherlands
 +31 (0)20 658 6334



Coveo for Sitecore

Results

ASA's online research is equipping medical professionals with relevant information, in real time, allowing them to access the information they need to better perform both inside and outside of the operating room. The Coveo solution is indexing more than 51,000 documents currently, with the number growing steadily every day. After the solution was rolled out to ASA's 100 committees, the results have been overwhelmingly positive. "Visitors have been struggling with the complexity and inconsistency of the search functionality on our site for many years," said Pustelnik. "Since we started using Coveo, we received emails from numerous physician anesthesiologists thanking us for revamping the technology."

Another hidden benefit of Coveo is its help in organizing and tagging ASA's existing content to make it more relevant. "A key benefit of Coveo is that it helps us understand and better use our content," said Pustelnik. "We had many previous assumptions, but we really didn't know our content until we started working with Coveo. Content is king here, and Coveo allows us to share new information with our members that they might not have known existed."

Next Steps

Beyond adding more documents, ASA will connect the social content of their blogs, wikis, KB, Facebook and Twitter as a future phase of their search and relevance project. Coveo is also being used as a tool to guide and impact future content and website decisions. The ASA team has begun to implement Coveo's Usage Analytics™ to drive other aspects of its communications program as part of a broader content audit. Specifically, they're analyzing the top keywords that people are searching for, disseminating as part of the organizational e-newsletter, then tracking the increase in usage to see which keywords have the greatest impact on finding the content efficiently. This tracking system, combined with insights from other marketing analytics tools, is allowing ASA to get a better handle on its members' behaviors. "We're moving toward becoming a data-driven organization, and we have a good roadmap for doing so," said Pustelnik. "We are no longer overwhelmed with data. We are using it to see what our members are doing – Coveo is the first step toward our data-driven strategy."

"The end goal for ASA is to use Coveo to positively impact site experience, which leads to new, more empowered members and increased revenue for the organization," said Barron. "We're a business – and Coveo has helped us with our business considerably."

Learn more and request a demo:

www.coveo.com
info@coveo.com

United States
San Mateo, CA
+1.800.635.5476

Canada
Quebec City, QC
+1.418.263.1111

Europe (EMEA)
Schiphol-Rijk, Netherlands
+31 (0)20 658 6334

