



VitalSite

A purpose-built, HIPAA-compliant Content Management System (CMS) from Geonetric, designed specifically for healthcare organizations to manage complex hospital websites and intranets.

<https://www.geonetric.com/vitalsite/>

Overview

VitalSite is a sophisticated, healthcare-specific Content Management System (CMS) developed by Geonetric. It is designed to be a unified platform that provides marketing teams everything they need to manage complex hospital websites, medical group sites, and employee intranets with confidence. The platform is used by national health systems, academic medical centers, community hospitals, medical groups, and clinics.

Key Benefits & Capabilities:

Healthcare-Specific Functionality: VitalSite is built with patient engagement and provider visibility in mind. Features include a robust Find-a-Doctor provider search and profiles, location search and maps, A-to-Z services listings, calendar and event registration, a clinical trials directory, and a wait-time indicator.

Intuitive Content Management: The CMS offers an intuitive administration interface, flexible page layouts, reusable content panels, multi-site and microsite support, and a publishing approval workflow. It also includes features like content versioning, rollback, and scheduled publishing.

Security & Compliance: The platform is fully managed and includes powerful security and compliance features such as HIPAA compliance, PCI-DSS compliance, SOC 2 compliant hosting environment, data encryption, HIPAA-compliant audit logging, and multi-factor authentication. It also provides 24/7/365 monitoring and an SLA with an uptime guarantee.

Integration & SEO: VitalSite connects with existing healthcare and marketing systems, supporting integrations with CRM platforms, marketing automation tools, appointment scheduling, bill payment systems, Epic, and Enterprise Single Sign On (SSO). It also includes built-in SEO tools like Schema.org support and friendly URLs.

Accessibility: Websites built on VitalSite are designed and developed following WCAG A and AA accessibility best practices.

VitalSite is a fully managed SaaS solution, meaning clients receive automatic software updates at no additional cost, ensuring they always have the latest features and functionality.

Key Features

- Find-a-Doctor Provider Search & Profiles
- Location Search, Maps, and Profiles
- Multi-site and Microsite Support
- Intuitive Content Authoring & Flexible Layouts
- Formulate (HIPAA-compliant Form Builder)
- Publishing Approval Workflow & Content Versioning
- A-to-Z Services Listing
- Built-in SEO Tools (Schema.org support)
- Intranet/Employee Communication Portal

Pricing

Model: enterprise

Pricing is not publicly disclosed and is based on an enterprise model, typical for a specialized, fully managed healthcare CMS. Contact Geonetric for a demo and quote.

Target Company Size: medium, enterprise

Integrations

Google Analytics, CRM Platforms, Marketing Automation Tools, Appointment Scheduling Systems, Epic, Experity Health, Enterprise Single Sign On (SSO), Bill Payment Systems, Health Libraries, Active Directory/LDAP

Compliance & Certifications

HIPAA, PCI-DSS, SOC2, WCAG A/AA

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