



CASE STUDY

BRIDGING THE DIVIDE: ONE IMPACTFUL BRAND EXPERIENCE FROM 19

Client Name

Texas Children's Hospital

Industry

Healthcare

Work

Information architecture, Content strategy

19

sited unified

13K+

pages audited

20+

taxonomies



Unifying 19 Sites to create seamless journeys

Texas Children's Hospital is one of the largest pediatric and women's health systems in the nation, serving millions of patients and families each year. Their digital footprint reflected this scale—19 separate websites spanning urgent care, specialty clinics, research, and fundraising.

While each site served its own audience well, the lack of a unified structure created challenges for families seeking care across multiple services. We partnered with TCH to design a unified information architecture (IA) and content strategy—connecting their digital properties into a seamless, patient-first experience.

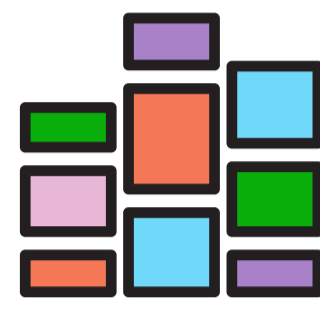
Challenges

The breadth of TCH's services created opportunities to simplify journeys and make care information easier to find for every user.



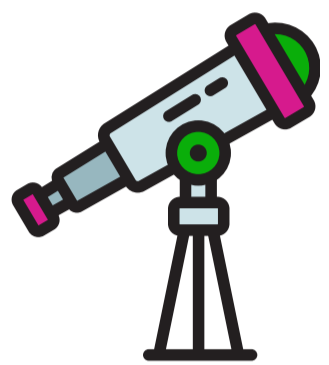
Bloated, outdated content

Thousands of redundant or outdated pages diluted clarity and added friction to user journeys.



Fragmented site structure

Independent sites led to inconsistent navigation and difficulty finding cross-service information.



Difficult findability

Flat search without "smart" features and disconnected, unfilterable content left users frustrated and kept bounce rates high.



Missed opportunities for personalization

Without shared taxonomies, surfacing relevant content dynamically across services was inconsistent and unmanageable.

A lot of information to review

19

different websites



34,264

unique URLs

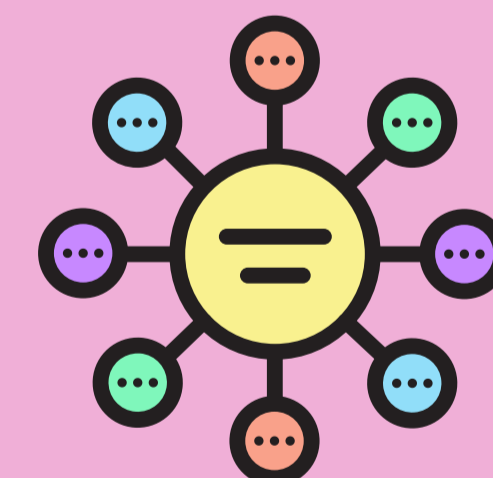


4

audience segments

20+

taxonomies



The findings? Even highly motivated users were getting lost.



- 7 in 8 visitors never returned after viewing the homepage
- 1 in 4 local users dropped off after a single page
- Health Curious users—43% of all traffic—had no clear journey

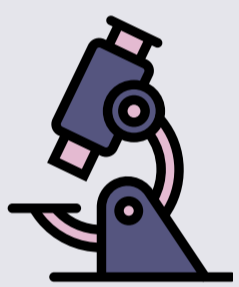
Solution

By building a unified Information architecture and content framework that connected 19 digital properties into one scalable ecosystem, we could bridge the divide and help visitors not only find what they needed, but surface related information to enrich the experience. This included cross-audience content frameworks and navigation patterns designed to support both current patient needs and future personalization goals.

We created a modular design system on a single CMS (AEM) with interconnected content that surfaced based on detailed content models, shared taxonomies, and an intricate tagging structure. This scalable structure also allowed TCH to easily manage content for patients, caregivers, and healthcare professionals all within that one unified content management system.

Approach

We combined deep analyses with a collaborative design system and clear site structure to ensure the integrated sites worked for patients, caregivers, and healthcare professionals alike.



Comprehensive inventories and audits

Assessed 13K+ pages across 19 sites to identify redundancies, gaps, and high-value content.



Audience-centered taxonomy design

Modeled hierarchies and taxonomies around the needs of patients, families, research teams, and healthcare professionals.



Modular content models

Created flexible templates for departments, services, and resources to support scalable content reuse.



Cross-functional collaboration

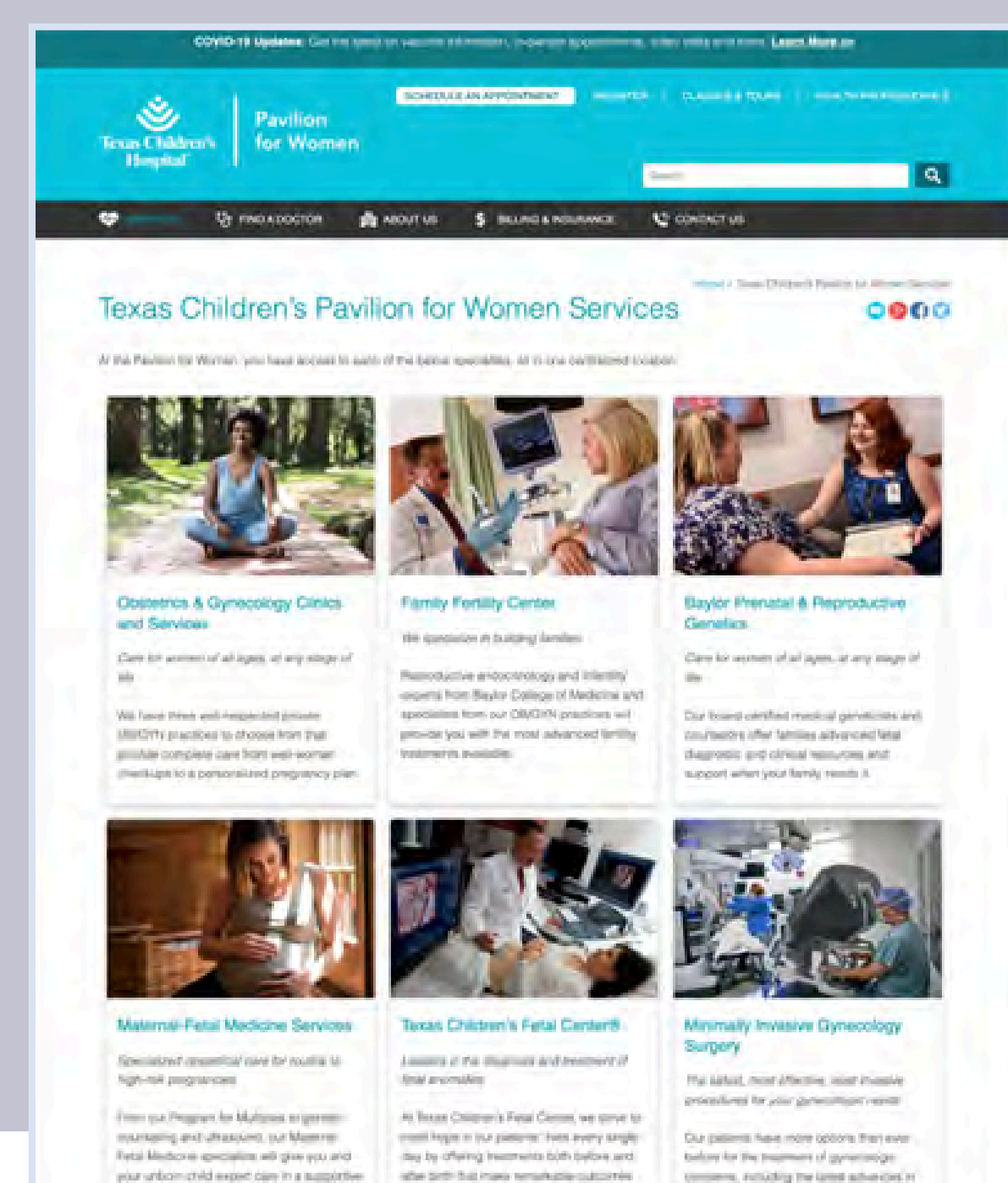
Partnered with UX, design, and engineering teams to align on implementation strategy, planning, process, and toolkit creation for cross-functional teams.

Signal vs Noise insight



Our audits revealed that critical patient signals—like care pathways and urgent service information—were buried under duplicative pages and inconsistent navigation. By reducing noise and surfacing what families needed most, we built trust and clarity into every step of the digital care journey.

Supporting research: McKinsey's Consumer Decision Journey research shows that clear value cues and consistent pathways reduce friction and improve trust—critical factors in healthcare decisions



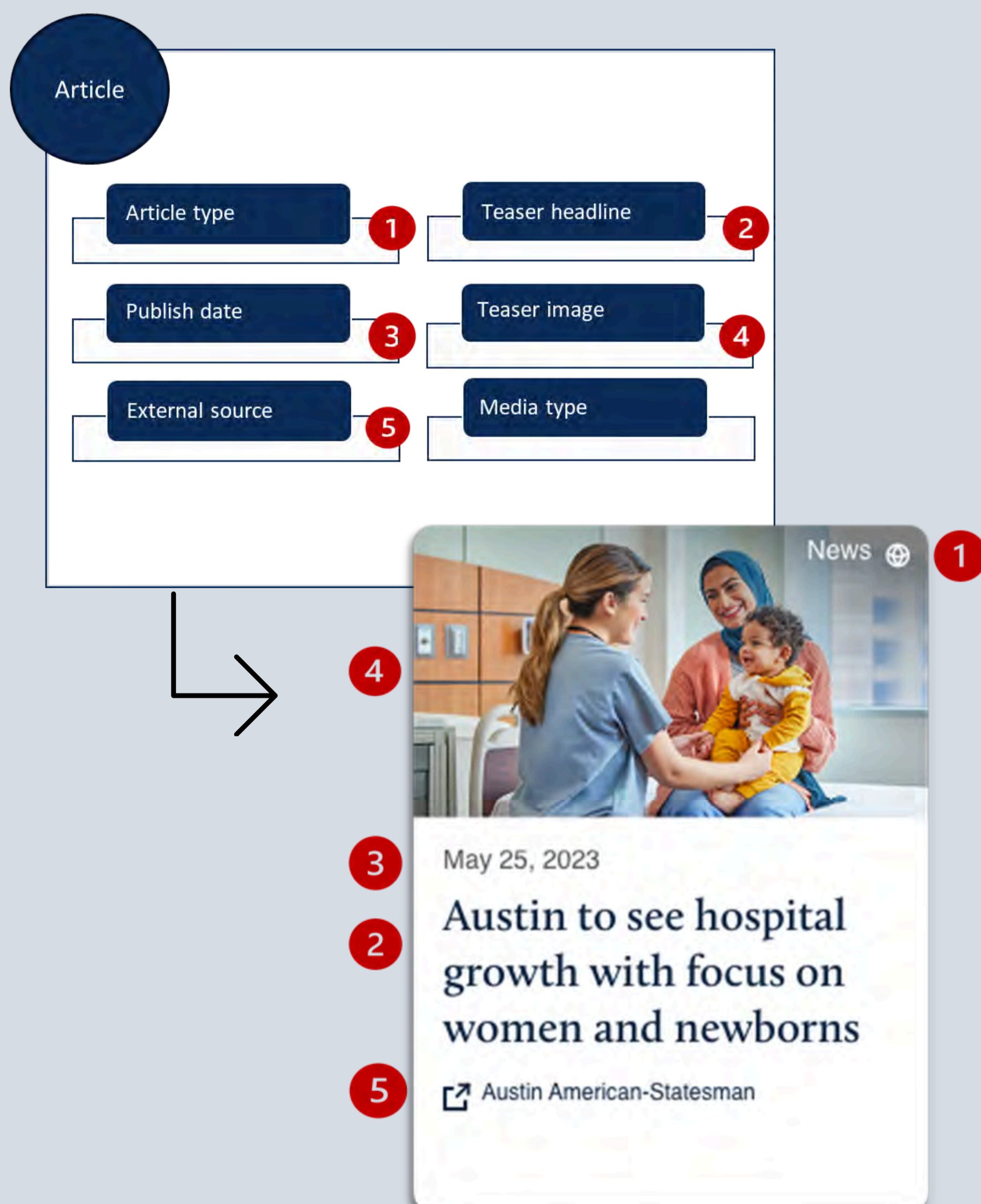
Results

The new architecture unified TCH's digital ecosystem and laid the foundation for scalable personalization.

- ✓ **19 sites unified**
Created a single, scalable IA framework that consolidated 19 sites and improved wayfinding and content discoverability.
- ✓ **9,000+ pages restructured**
Content streamlined and tagged for dynamic surfacing, easy findability, and consistent reuse.
- ✓ **Future-ready taxonomies**
Enabled personalization and improved search for patients and professionals.
- ✓ **Team growth and internal capability**
Junior strategists upskilled and went on to lead enterprise IA initiatives beyond this project.



Spotlight



Modular content component "article card"

A key outcome was the creation of modular template components based on content model relationships. These components connected content into reusable building blocks—like locations, teams, conditions treated, and this article card—enabling dynamic surfacing of related content across multiple sections of the site.

This approach simplified authoring, improved consistency, and set the stage for future personalization.

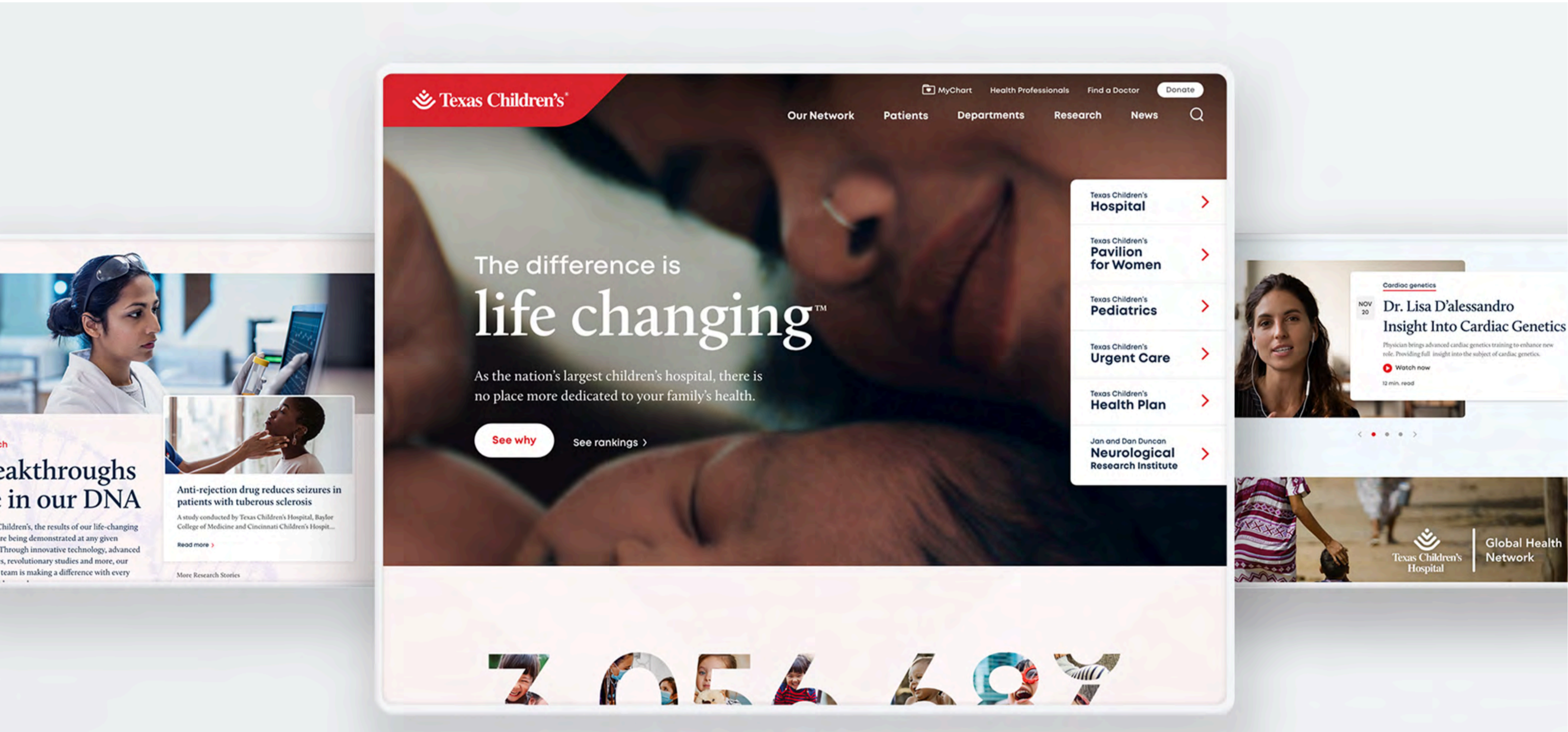
Key deliverables

- Content audit
- Information architecture
- Content inventory with keep/kill/combine analysis
- Authoring guidelines and governance
- Migration plan and collaborative production toolkit
- Site hierarchy and navigation structure
- Content models aligned to modular design system*
- Enterprise-wide taxonomies*

* Deliverable excerpts available

Tools

- Adobe XD
- Excel
- Google Analytics
- ScreamingFrog
- PowerPoint
- Photoshop




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