Goals:

The Brain Xchange is a network of people and health care professionals dedicated to improving the quality of life and services for persons with or at risk of having brain-health needs related to dementia, mental health and neurological conditions related to aging.

The Brain Xchange engaged Seventyeight Digital to design and develop a virtual platform in order to facilitate knowledge exchange by connecting and fostering relationships among industry, researchers, clinicians, policy makers, persons with lived experiences, and care partners, bringing together the best and brightest to:

- Support the learning needs of people seeking practice change.
- Facilitate quick and easy access to the best knowledge for continuous quality improvement.
- Stimulate, support and share innovations.
- Build and strengthen collaborative partnerships between stakeholders.
- Foster direct links between knowledge users and producers.
- Create the best collection of shared knowledge and resources on a topic.

Challenges:

Creation of a Collaboration Space

One of the primary goals for the intranet is to create a private space, which will be used to house different silos of collaboration by experts in the field. At launch there are plans to have 8 collaboration spaces. Each space needs to allow groups of experts to collaborate on documents and share ideas - creating a pool of knowledge on dementia. Collaborating on documents, exchanging thoughts on web pages, communicating with one another privately and in a forum are all critical to the success of the collaboration spaces.

Empower Those Seeking Help

The new intranet must, in addition to providing support for experts, provide resources and Q&A forums for individuals living with dementia, family and friends.

Gathering Visitor Input

The communication strategy for the site is intended to be two ways, the site must empower visitors to communicate with Brain Xchange staff bringing staff up to date on new resources and events related to dementia.

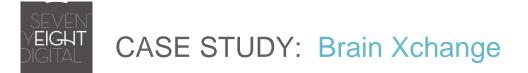**Merging of Two Organizations into a Single Entity**

As part of this project, two organizations were merged into one creating challenges for resource consolidation. Alzheimer's Knowledge Exchange and Canadian Dementia Resource and Knowledge Exchange were merged to form The Brain Xchange. A standard way of displaying topics related to dementia was needed to allow for content to be brought over from the existing websites to the new website in a structured and normalized way.

Solution:

By leveraging several of Kentico's built in features Seventyeight Digital significantly reduced development time while ensuring high quality feature rich intranet functionality.
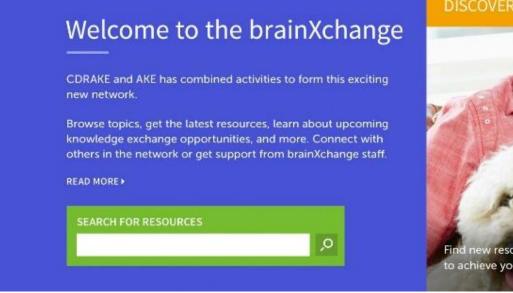
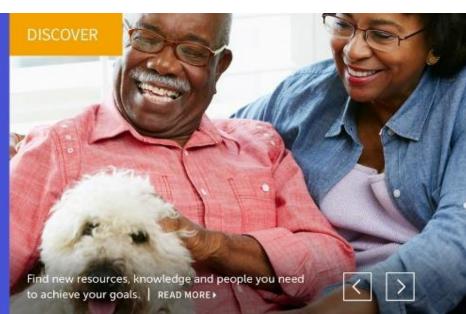In particular, there was extensive use of the following Kentico features:

- Workgroups – allowed for the 8 collaboration spaces to be unique to the task of the space. Registered users have the ability to request access to collaboration spaces. Each request needs to be approved/declined by the collaboration space administrator. The hope is to enable the groups of people who are committed to each other to offer support, share learning, and develop new knowledge in order to advance practice on a specific topic.

- Document libraries – to edit files to be collaborated on. Versioning will help tremendously in showing how the resource has grown over time.

- Private Messaging – allowing for collaborators to message one another, coordinating on resources and upcoming events.

- Dashboards – a clean interface that provides each collaborator with a personalized view of their messages, news, forum posts etc.

- Repeaters – very flexible and powerful. This in conjunction with ASPX transformations has become the favoured method Seventyeight Digital

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developers have of performing the most common tasks quickly and reliably.

- Forums - a place to ask questions, have discussions, share ideas and stories – easily moderated by Brain Xchange staff.

- Page Types – four page types were created for this project - two page types in particular were heavily used: Topics and Events. The Topics Page Type allows for Brain Xchange Knowledge Brokers to create a Resource Centre containing thousands of links to resources, people and archived events. The goal is to create the best collection of shared knowledge and resources on a given specialty topic. Topics are structured allowing for the following information to be entered: introduction, now featuring, presentations, resources, for more information and related topics. The Events Page Type allowed for an events calendar and an events archives listing.

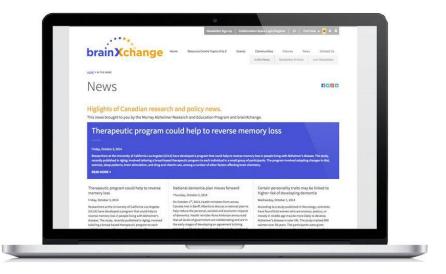- RSS data source – allows for the Brain Xchange news feed to be populated by an external source.

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Results:

The primary goals for the new website and intranet were to create the best collection of shared knowledge and resources on a topic, support the learning needs of people seeking practice change, and strengthen collaborative partnerships between stakeholders. Since launch, the Kentico intranet has accomplished these objectives as supported by the following statistics:

- Multiple websites and out of date collaborative solutions were combined into a single website and intranet, resulting in a reduction in cost from both administrative overhead and a hosting perspectives. Training of new staff has been streamlined to focus on a single platform (Kentico) compared with multiple systems/platforms across the two organizations prior to launch.

- Because of the ease of adding new topics and resources to the site the number of topics on the site continues to grow – currently 69 knowledge areas with multiple subtopics within each. The ability to add subtopics on the new website has allowed for topics to be better organized, benefiting the visitor, allowing them to find information which interests them more quickly. Each topic or subtopic contains as many as 100+ specialty resources.

- In the past, the group of websites which make up the current Brain Xchange was limited to 1 private and 1 public forum. At present, there are 2 pubic and 10 private forums with the ability for a Brain Xchange administrator to add an unlimited number of forums as new areas of interest and discussion topics arise.

Key Criteria For Choosing Kentico CMS:

Before beginning the project the Brain Xchange evaluated several different web-based solutions that would serve as both a CMS for their public website as well as a fully functioning intranet. Based on their evaluation they determined that the product that best met their needs was Kentico CMS for ASP.NET. Kentico would allow them to manage all website content and provide both the public facing element as well as the comprehensive functionality required within their member community intranet.

Evaluation criteria and key determinants included:

- Feature set related to the Brain Xchange's business requirements.

- Ease of use for non-technical staff - all members of the team needed to contribute to the public website and intranet regardless of skillset and without the need for specialized training.

- WebDAV Support to allow for seamless document editing.

- Ability to create custom workgroup templates for project collaboration internally and with their member community as an extranet.

- Ease and flexibility of programmatic customization.

- Strength and flexibility of workflow and security configuration.

- Ability to adapt and accommodate changing technologies.

About Seventyeight Digital:

Seventyeight Digital is an award winning strategic technology development and interactive design firm focused exclusively on the Internet space. Our solutions engage and benefit users, generate brand recognition, provide relevant and actionable data, stimulate thought and communication, inspire people to take action, capitalize on business efficiencies, and offer significant ROI.

The Seventyeight team is comprised of highly accomplished and talented folks specializing in digital strategy, data management, technical development, and creative design - providing the competencies, agility and technical bandwidth to manage complex deliverables.

We can offer time to market, competitive rates and a level of responsiveness that traditional firms can't touch. We believe there is an effective solution to meet most budgets and can help you navigate the strategic & technical complexities to achieve your key business objectives.

Seventyeight Digital is a Kentico Gold Certified Solution Partner and a Certified Kentico Hosting Partner offering a full range of interactive design, development, hosting and support services. Contact us for a free Kentico CMS consultation at info@78digital.com or visit us at www.78digital.com.

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