

# Elevating Patient Experience with Care: How Sitefinity Helped Mater Private Network Transform Patient Engagement

AT A GLANCE



[Mater Private Network](#) partnered with digital agency [Arekibo](#) to implement Progress® Sitefinity® DXP, improving website scalability, user experience and content management efficiency. The platform enabled seamless communication with patients and healthcare professionals while enhancing security and compliance.

**COMPANY**  
Mater Private Network

**INDUSTRY**  
Healthcare

**PRODUCT**  
Progress® Sitefinity®  
Progress® Sitefinity  
Insight®

**COUNTRY**  
Ireland

## Challenge

Mater Private needed a scalable, mobile-optimized website with intuitive content management, better navigation and enhanced security to support 12 locations and an extensive network of consultants.

**“Sitefinity empowers our team to scale and manage content efficiently, ensuring patients find information easily.”**

**Micaela Cassisa**  
Digital Marketing Manager,  
Mater Private Network

## Solution



Scalable platform supporting 1,000+ pages and 12 locations



Intuitive CMS enabling efficient content updates by a marketing team of three



Enhanced SEO, search functionality and personalized user experiences

## Results



550,000+ unique visitors and 2 million+ page views annually



24% increase in website referrals in a year



Mobile-first approach with 70% of visitors now accessing the site via mobile devices



Discover how Sitefinity can elevate your digital experience. **Contact us today!**