

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

CASE STUDY



INDUSTRY

Healthcare

COUNTRY

Ireland

PRODUCT

Progress® Sitefinity®

Progress® Sitefinity Insight®

SUMMARY

Mater Private Network, one of Ireland's leading private hospital groups, partnered with Arekibo and implemented the Progress® Sitefinity® DXP platform to transform its digital experience. With Sitefinity, Mater Private significantly improved its website's scalability, content management efficiency and user experience, establishing seamless communication with patients and healthcare professionals.

Challenge

[Mater Private Network](#) needed a scalable and flexible platform to manage its growing online presence. Their previous website was outdated, lacked mobile optimization and did not support personalized experiences.

With 12 locations and an extensive network of consultants, the organization required an intuitive and efficient content management system. The site needed to improve navigation, guarantee better search visibility and enhance the user experience for patients and healthcare professionals alike.

Security and compliance were also critical concerns. Safekeeping a complex database while allowing easy access to healthcare information was non-negotiable. What's more, Mater Private needed to optimize workflows so different teams could update content quickly, efficiently and without bottlenecks.

Mater Private's challenges at a glance:

- Lacked mobile optimization and user-friendly navigation
- Needed a scalable solution to support growth
- Required enhanced security and compliance features

Solution

Partnering with digital agency [Arekibo](#), Mater Private Network selected Sitefinity as their Digital Experience Platform (DXP). Sitefinity provided an intuitive and scalable content management system, allowing Mater Private's marketing team to take full control of their digital presence without technical dependencies.

The platform's modular design enabled seamless content updates and allowed for the rapid deployment of new pages. This way patients and healthcare professionals had up-to-date information.

Consultants, general practitioners and patients all benefited from tailored content, reducing friction in navigation and improving engagement rates. The transition to the Sitefinity DXP also streamlined backend workflows, introducing structured approval processes and governance models that maintained content accuracy and compliance.

With enhanced SEO capabilities, the new website structure boosted search visibility, enabling patients to find critical healthcare information more easily. The integration of smart search and filtering functionalities further improved user experience by making it easier to locate

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Digital Marketing Manager,
Mater Private Network

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consultants and services based on specific needs.

“Sitefinity has empowered our team to manage and scale our website effortlessly, making sure patients and other users get the information they need easily,” shared Micaela Cassisa, Digital Marketing Manager, Mater Private Network.

Additionally, the built-in security features of the Sitefinity platform provided a robust framework, helping the website remain compliant with regulatory standards while safeguarding sensitive patient data.

How Sitefinity brought a solution to Mater Private’s challenges:

- Provided scalability to accommodate an expanding website with over 1,000 pages and 12 locations
- Offered user-friendly content management, allowing a team of three to efficiently manage daily updates
- Presented SEO-friendly architecture, achieving better visibility on search engines

Results

Since implementing Sitefinity, Mater Private has significantly improved its digital presence. The website grew to a robust platform with over 1,000 pages, supporting 12 locations and an expanding network of consultants.

With a mobile-first approach, 70% of visitors now access the site via mobile devices, benefiting from a seamless and optimized experience, which helped lift the average time on the site to 3 minutes per user.

Traffic has grown consistently, with over 550,000 unique visitors annually and more than 2 million page views.

The intuitive backend has increased operational efficiency, allowing a small marketing team to manage content independently. “The flexibility of Sitefinity allows us to constantly evolve our website to meet our users’ needs without requiring extensive development,” confirmed the Digital Marketing Manager.

Additionally, improved navigation and search capabilities have enhanced user engagement, making it easier for patients and healthcare professionals to find critical information.

What Sitefinity achieved, in brief:

- **Website growth:** Expanded to a dynamic 1,000+ page healthcare platform
- **Increased traffic:** Over 550,000 unique visitors and 2 million page views annually
- **Higher conversions:** A 24% increase in referrals through the website in a year

About Mater Private Network

Mater Private Network is a leading integrated healthcare organization in Ireland, operating across 12 locations and comprising acute hospitals, day hospitals and out-patient clinics. They offer comprehensive medical services, specializing in advanced diagnostics, surgery and outpatient care. Their mission is to deliver exceptional patient care, leveraging technology to achieve excellence with increasing simplicity and enhance patient experiences.



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

About Progress

Progress (Nasdaq: PRGS) empowers organizations to achieve transformational success in the face of disruptive change. Our software enables our customers to develop, deploy and manage responsible AI-powered applications and digital experiences with agility and ease. Customers get a trusted provider in Progress, with the products, expertise and vision they need to succeed. Over 4 million developers and technologists at hundreds of thousands of enterprises depend on Progress. Learn more at www.progress.com

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