

Centralising content for simplicity

Client

Somerset NHS Foundation Trust

Industry

Healthcare

Project

System integration and website

Focus

Accessible, high-quality experience

Success

50,000 active monthly users



A bit of **background**

Our partnership with the NHS began with the **planned merger of two NHS Trusts**.

Taunton and Somerset NHS Foundation Trust (TST) and Somerset Partnership NHS Foundation Trust (Sompar) had worked together in an alliance for years – but they planned to merge on 1 April 2020, to **integrate community, mental health and learning disability services**, plus acute hospital services.

They'd create a new trust: **Somerset NHS Foundation Trust**, the first integrated trust of its kind on England's mainland.



The **opportunity**

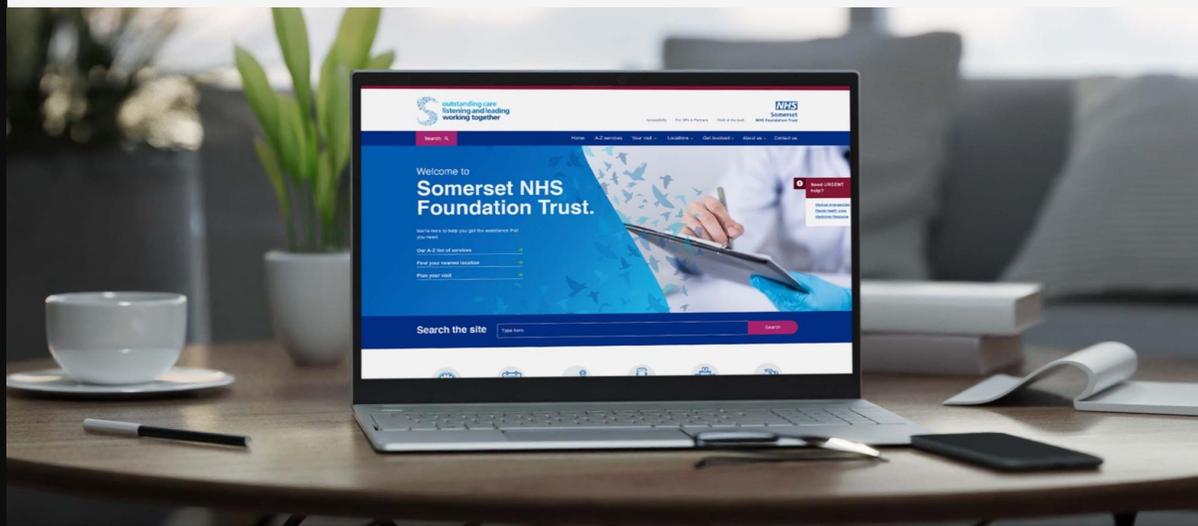
The organisation's new website needed to **provide useful information for patients, families and the public** about the trust's services.

It all had to be based around a website structure that reflected the integration of community, mental health and learning disability services and acute hospital services.

The key to success would be **creating one central location for all information and content**.

To achieve this, Somerset NHS Foundation trust needed a creative technical partner to develop a **new, accessible, responsive, reliable and future-proofed website**, to provide frontline users with a high-quality online experience, while editors from multiple services has a system that was easy to use.

After a competitive tendering process, the trusts appointed our 6B team to provide a stand-out, highly-functional solution – a **unique "digital front door"**.



What we **did**

Our team designed, developed and implemented a **public-facing, highly-accessible, open source microsite** to support the merger, unifying vast amounts of information into one integrated, intuitive and responsive system.

Over 180 services had to be brought onto a single platform, yet each had to **retain content management autonomy**. A strong content modelling strategy was key, with a structure built for multiple audiences.

We built the microsite using Atomic Design Principles to ensure the greatest flexibility – designing in this way, working from the smallest elements of a page upwards, **ensured that the solution matched the expectation** of many different stakeholders.

Key **features**

- A clear, intuitive navigation
- A user-friendly content management system
- Embedded Google Maps to filter/highlight locations and services across the county
- An appointment booking/cancellation facility
- Advanced search functionality
- Direct job application submission via third party integration
- Accessibility features, such as text-to-speech



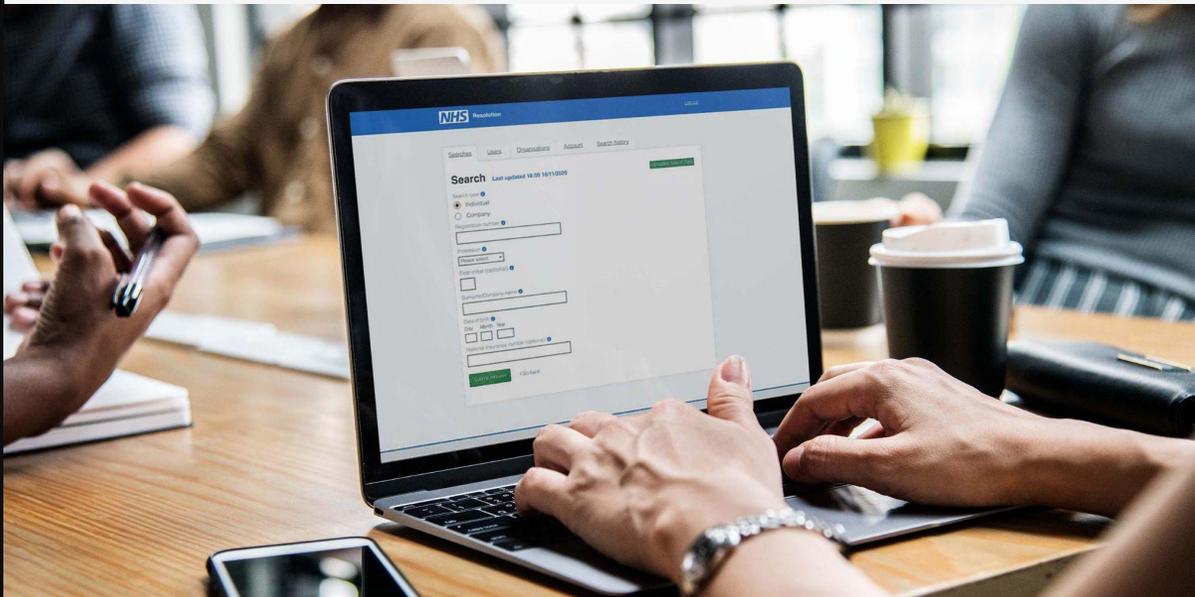
Secure payments
for the Trusts' charity partners, and updated donation features



Pop-up notifications
via the CMS, informing patients of relevant restrictions and closures



Flexible forms
that adapt to user information, with auto-response emails



The Results

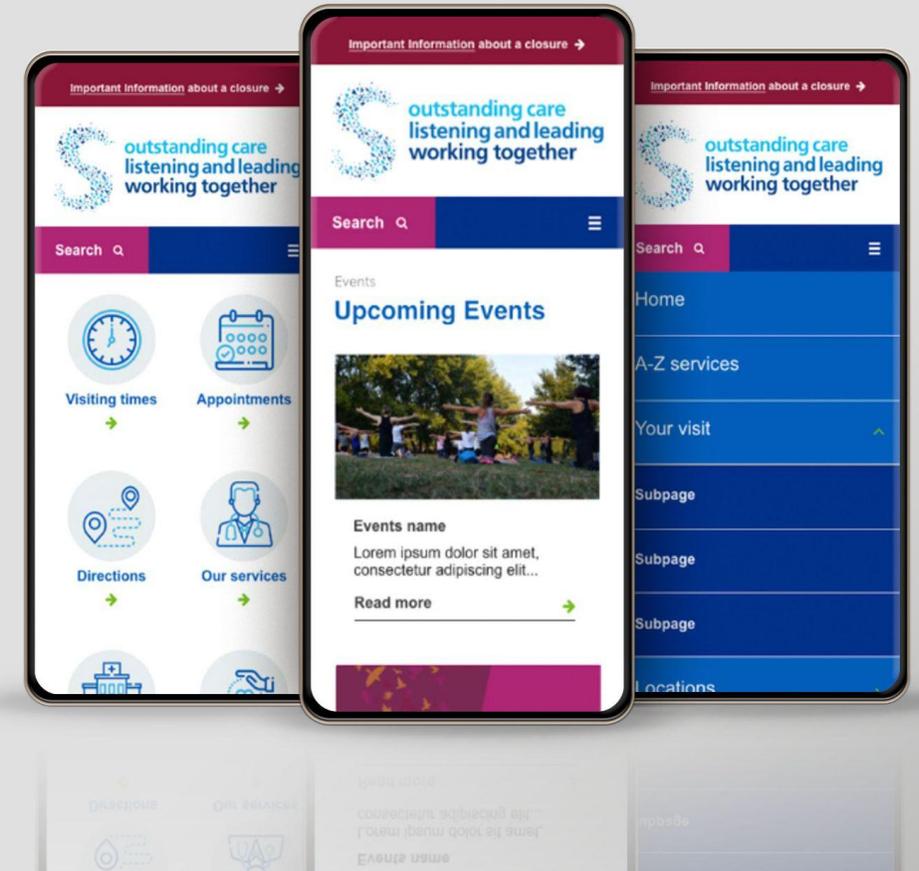
Let's recap our project aims:

- Reflect the new trust with a single platform
- Create a high-quality digital experience for patients and staff
- Create a modern, accessible website that reflects the trust's integrated approach

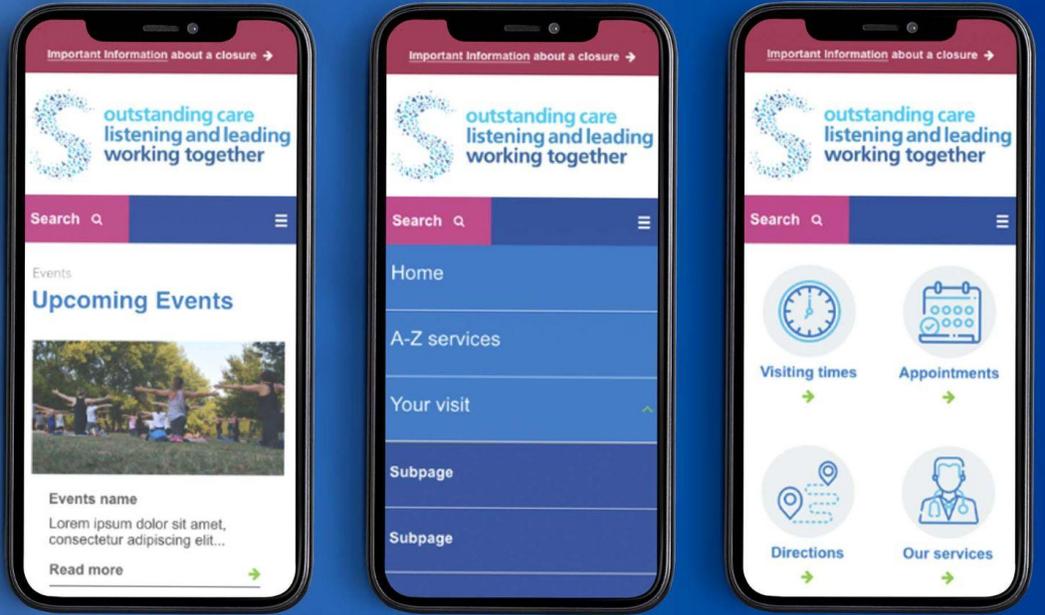
The site launched across Somerset in 2020, now has approximately **50,000 active users per month**, and we're proud to say we've achieved these aims.

The new site and CMS allow content to be easily updated to suit a range of communication campaigns and individual service needs. Coupled with the enhanced navigation and user experience, **the solution has brought time and efficiency to their team** – and the platform has grown since to include microsites for the Somerset Collaboration Hub, and Love Musgrove, for The Official Charity of Musgrove Park Hospital.

We've continued to maintain and support the main platform on a monthly basis, and **develop innovative features such as chatbots and video conferencing integration.**



Our continued focus on the Healthcare and HealthTech sector is **underpinned by our successful ongoing partnership with the NHS**. Developing solutions that matter, while providing real, positive change for our clients, is at the heart of everything we do.



Looking to
accelerate
your next digital
project?

Let's talk today



Chat to our **Business Development Manager** and let's get started.

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“We’ve **enjoyed working with 6B immensely** over the past few years to launch and further develop the Somerset NHS Foundation Trust website. From the initial discovery phase through to planning and delivery, the project has been a success, and we’ve **continued to work with the team to enhance, maintain and improve** the platform through regular discussions and planned maintenance.”

Natalie Lee, Web & Digital Design Communications Officer

