

British Thoracic Society

We helped BTS to redevelop its website using Umbraco, with updated technology and focus on clinical content.



BTS: Website redevelopment

BTS had struggled with its previous CMS, particularly with document management. We redeveloped the website using Umbraco - laying the foundations for a new approach to document management and user experience.

brit-thoracic.org.uk



Mobile friendly

New mobile templates significantly lowered bounce rates on mobile devices.



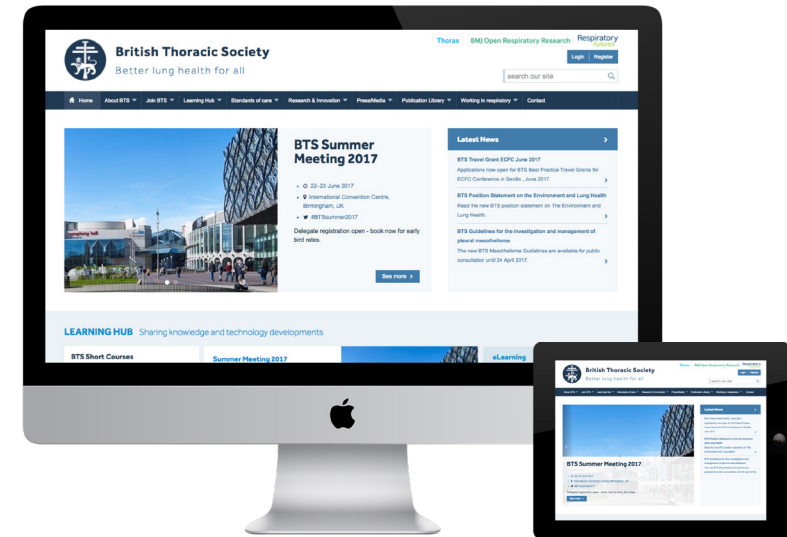
Improved navigation

Site architecture was reorganised to focus on clinical content and powerful Lucene advanced search capability was introduced.



Systems integration

Membership information, including events, was integrated from the BTS Microsoft Dynamics CRM system.



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Sam and his company has transformed the way we present ourselves via our website and, importantly, has transformed the way I have been thinking of developing my organisation's comms strategy. He is very creative and has a great way of suggesting improvements to someone who is not naturally tech-savvy (but knows what she wants).”

Sheila Edwards Chief Executive at British Thoracic Society