

Success Story: Progress Sitefinity CMS

Connected and future-ready digital experience



KEY TECHNOLOGIES



HealthStream hits refresh on their digital experience

In the fast-paced world of healthcare, precision, compliance, and education are non-negotiable. As the industry's leading provider of workforce development and compliance solutions, **HealthStream** has long been at the forefront of helping healthcare organizations elevate staff competency and improve patient outcomes. But behind the scenes, their digital foundation was showing signs of strain.

Their legacy CMS platform had become difficult to maintain, limited in scalability, and inconsistent across departments, slowing down content delivery and innovation. As HealthStream's digital ecosystem continued to expand, so did the need for a unified, modern platform capable of supporting its growing network of learners, clients, and partners.

Recognizing the importance of a future-ready digital experience, HealthStream set out to modernize its entire web presence. The goal wasn't just to refresh the interface, it was to create a scalable, intelligent, and user-centric platform that could evolve alongside their business and empower teams to manage content with greater efficiency and flexibility.



The Challenge

HealthStream had the vision, the content, and the audience. But its digital foundation was slowing everything down.

The company's legacy CMS had become a maze of outdated tools and rigid workflows. Managing content was tedious, scalability was limited, and creating a consistent digital experience felt like a daily battle. Every update took time that teams couldn't afford to waste.

For an organization dedicated to helping healthcare professionals perform at their best, that simply wasn't acceptable. HealthStream needed a modern, flexible, and scalable platform that could grow with the business. More importantly, it needed a trusted partner who could make that transformation real.

Our Solution

HealthStream teamed up with Falcon Software to completely modernize its digital platform and unlock the full potential of Sitefinity CMS. From day one, the goal was to create a faster, smarter, and more flexible experience for both users and editors.

The project began with a full redevelopment of healthstream.com on Sitefinity. Falcon designed custom templates, streamlined workflows, and integrated Salesforce Pardot to support seamless marketing and content operations.

After launch, Falcon and HealthStream continued to work side by side through a multi-year partnership focused on continuous improvement and innovation. Together, they tackled key modernization initiatives that shaped a stronger, more future-ready platform.

Falcon delivered a series of modernization initiatives including:

Search Review and Recommendation Project – Evaluated on-site search performance and provided a modernization roadmap with recommendations for enhanced search relevancy, scalability, and user experience.

Resource Library Modernization – Re-architected the library to improve filtering, metadata, and categorization for faster access to training and compliance resources.

Sitefinity Upgrade and Framework Alignment – Upgraded the platform to align with Progress Sitefinity's latest standards, ensuring improved performance, security, and long-term maintainability.

Accessibility and UX Initiative – Conducted a comprehensive accessibility and usability review, enhancing navigation, content clarity, and device responsiveness.

Custom Development – Engineered a robust library of custom widgets supported by a unified theming framework to maintain brand consistency and provide flexible content layout options.

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A Digital Experience Agency

Sitefinity was extended to monitor pages and dynamic resources for optimized caching and system performance, reducing development time and improving long-term maintainability. A custom administrative tool was also introduced to streamline system restarts and simplify operational management.

SEO and Platform Enhancements – Extended Sitefinity capabilities to include automated sitemap generation, advanced metadata management, and SEO-friendly routing for improved discoverability.

Navigation Redevelopment – Rebuilt navigation for desktop and mobile to improve usability, editor control, and accessibility compliance.

Frontend Performance Optimization – Improved load times and responsiveness through image optimization, asset bundling, refined caching strategies, and targeted code-level cleanups to deliver faster page rendering and a smoother user experience.

Analytics and Insights Enhancement – Integrated advanced analytics and event tracking to improve content strategy and inform data-driven decisions.

Ongoing Support and Optimization – Provided proactive maintenance, platform updates, and advisory services to ensure continued alignment with business goals.

Falcon's partnership extended beyond healthstream.com. The team also supported [VerityStream](#), a HealthStream company specializing in provider data management and credentialing solutions. Falcon maintained and optimized the site to ensure it met the same high standards as HealthStream's core platform.

When VerityStream was eventually consolidated, Falcon led the seamless migration of its content and functionality into the main HealthStream ecosystem, creating a more unified digital experience for all users.

Key Technologies

Falcon leveraged modern Microsoft, Salesforce, and Sitefinity technologies to deliver a secure, scalable, and high-performance digital platform that supports HealthStream's long-term goals.

CMS Platform: Progress Sitefinity

Languages & Frameworks: ASP.NET (C#), MVC Framework, Bootstrap, HTML5, CSS3, JavaScript

Hosting & DevOps: Microsoft Azure, Azure DevOps, Git, CI/CD Pipelines

Integrations: Salesforce Pardot, Google Analytics, Google Tag Manager

Compliance: WCAG 2.1 AA Accessibility Standards



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Falcon's Delivery Team

Behind every great transformation is a team that knows how to bring technology to life. Falcon Software assembled a multidisciplinary group of experts whose collaboration, creativity, and precision made HealthStream's digital evolution possible.

Each team member played a key role in shaping a platform that blends technical excellence with practical usability and long-term scalability.

- Project Manager
- Content Management System Analyst
- Technical Solution Architect
- Sitefinity Certified Backend Developer
- Sitefinity Certified Frontend Developer
- Quality Control, Assurance, and Compliance Specialist



The Results

The collaboration between HealthStream and Falcon Software delivered far more than a website upgrade. Together, they built a secure, scalable, and high-performing digital platform that now powers HealthStream's leadership in healthcare workforce development.

The new Sitefinity implementation improved editor efficiency, strengthened brand consistency, and enhanced accessibility for a wide range of users. HealthStream's teams gained the flexibility to publish content faster, manage updates with ease, and make data-driven improvements through advanced analytics and insights.

"Working with Falcon has been such a great experience. They've really helped us improve our website's user experience, and the Sitefinity CMS integration they handled has made managing our content so much easier. The Project Manager is always quick to respond and great to collaborate with. I genuinely trust and enjoy working with the entire Falcon Software team."

Senior Director, Demand Generation

HealthStream

Impact Highlights:

- Increased website performance and page load speed through advanced caching, code optimization, and image compression



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- Improved accessibility and usability across all devices, fully aligned with WCAG 2.1 AA standards
- Streamlined content management with custom widgets and simplified workflows for faster publishing
- Strengthened SEO performance with automated metadata, sitemap generation, and cleaner URL structures
- Unified navigation and brand consistency across HealthStream's digital ecosystem
- Seamless integration of VerityStream content, consolidating two major platforms into one cohesive experience
- Future-ready platform architecture built for security, scalability, and long-term maintainability

Looking Ahead

HealthStream's digital transformation is an ongoing journey, not a one-time project. With a modern Sitefinity foundation in place, HealthStream continues to evolve its digital strategy with a focus on expanding personalization, deepening integrations, and leveraging analytics to deliver even more engaging, intelligent experiences for healthcare professionals.

Progress Sitefinity™ | **Falcon Software**

Accelerate your digital transformation with a Progress Sitefinity DXP Solution

Ready to elevate your digital experience?

If your organization is ready to connect content, data, and customer experiences across all digital channels, our DXP solutions can help.

[Contact us](#) to learn how Falcon Software can help you build a more intelligent, connected, and future-ready digital experience.

