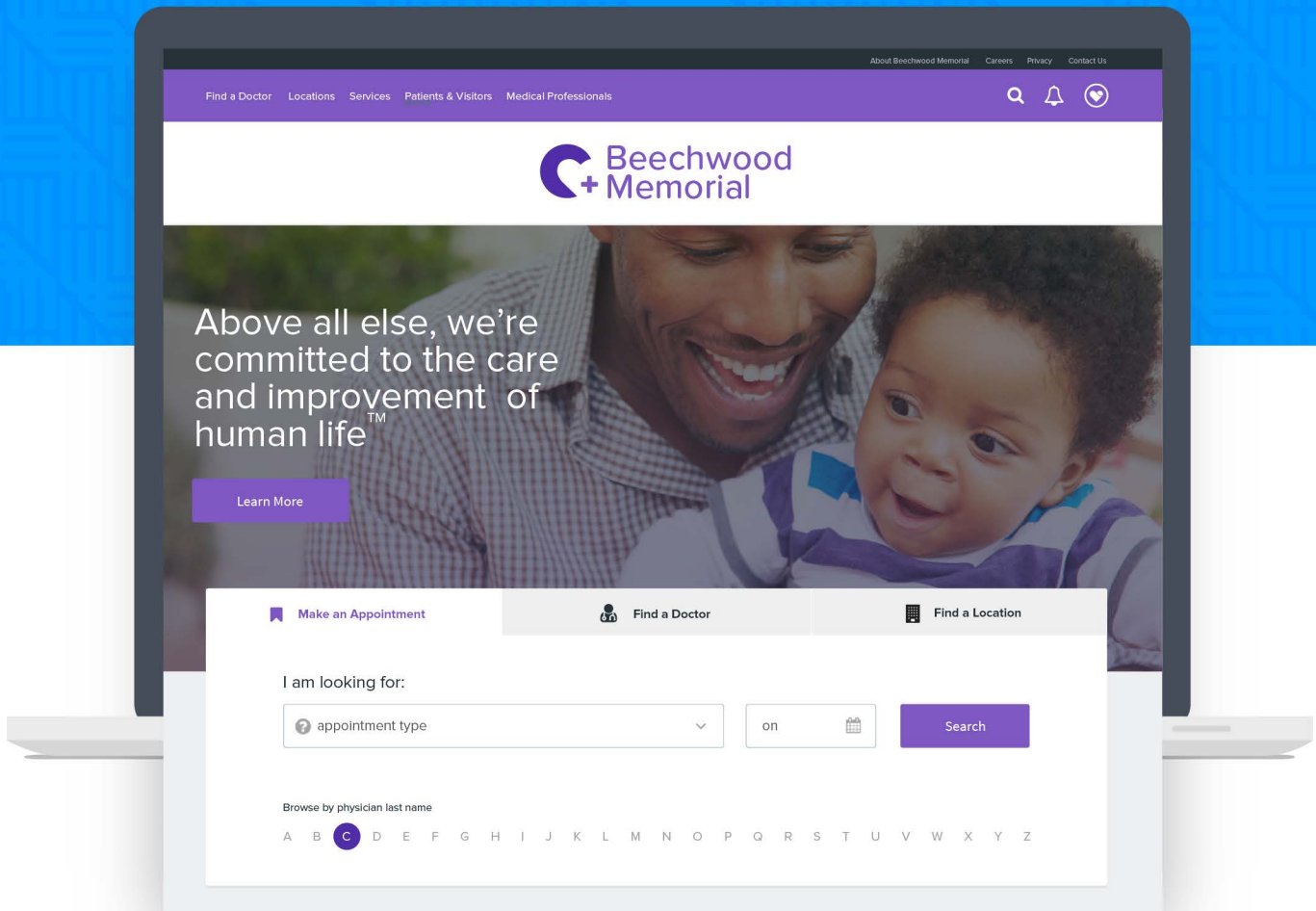




# What is HUT and what are the benefits?



The Healthcare Unified Technology (HUT) is a standard website framework managed by the HCA IT&S Web Services Department for use by physician practices and hospitals within the HCA enterprise.

## UNIFYING YOUR DIGITAL BRAND

Establish your brand once and experience easier maintenance throughout

## IMPROVING USER EXPERIENCE

Using the latest standards in design and functionality, create a better user experience

## RESPONSIVE AND MOBILE

A mobile friendly interface geared to adapt to whatever device your site is viewed on



## Features



### REAL-TIME UPGRADING

Get the latest code universally, without the hassle as soon as its developed and pushed



### MARKETING TOOLS

Utilize online marketing tools such as campaign landing pages, social media and email marketing



### EASY APP DEPLOYMENT

Choose from a selection of pre-built, modular application stacks and easily deploy them



### ENTERPRISE CONTENT

Produce a more consistent experience online from website to website across the HCA family



### MULTI-TENANT CAPABLE

Host and rollup multiple sites on one site platform



### ONGOING SUPPORT

Enjoy the continued enhancement of your site for years to come with access to a dedicated Account Manager, Development and Maintenance Team



### ANALYTICS & REPORTING

Provide meaningful, relevant and actionable insights into the traffic and trends of visitors to your site to understand the effectiveness of campaigns and marketing spend



### ENTITY BRANDED

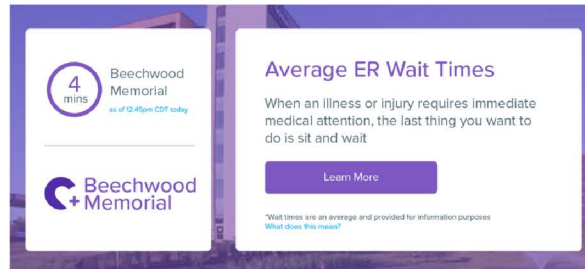
Allows you to brand your website with your own logo, color scheme and font.

## Its all about experience



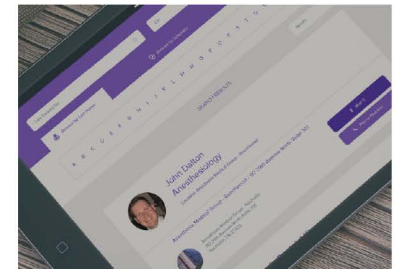
### BRANDING FLEXIBILITY

Display your unique look throughout your site by utilizing the "Entity Branding" feature



### ER WAIT TIMES

Integrated and roll up ER wait times feature



### CUSTOMIZATION THROUGH APPSTACKS

Easily add features and functionality to your home page

### CUSTOMER CENTRIC ENGAGEMENT TOOLS

Such as Find a Doctor, Make an Appointment, Classes and Events