



Transforming a Healthcare Administration Website to Enhance Platform Performance, Maintainability, and User Experience

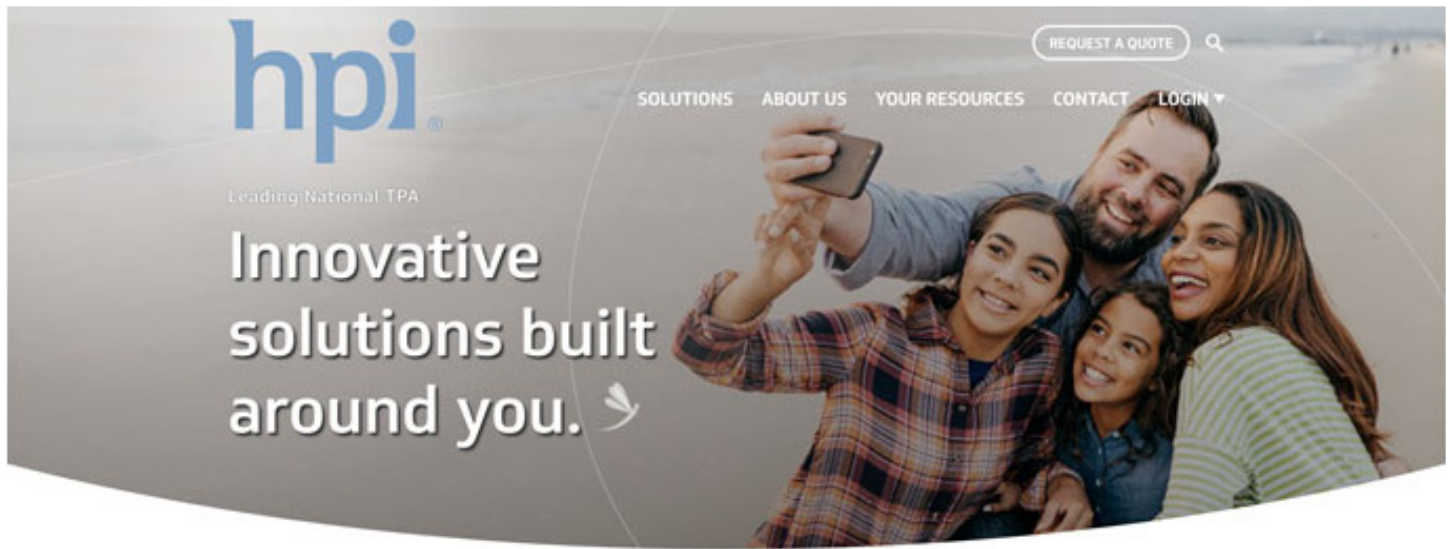
- Company:** Health Plans Inc. (HPI)
- Industry:** Healthcare Administration / Third-Party Administration (TPA)
- Audience:** Members, employers, brokers, healthcare partners, and internal administrators
- Services:** Umbraco 13 CMS redevelopment, platform modernization, website migration, UX improvements, backend optimization, systems integration support



Background

HealthPlansInc.com serves as a critical digital resource for members, employers, brokers, and partners, providing access to plan information, account management tools, and company resources. As the organization evolved, the existing website infrastructure became increasingly difficult to maintain due to aging technology, outdated code, and limited upgrade

flexibility within the legacy CMS environment. HPI recognized the need for a modern platform that would better support ongoing development, improve administrative efficiency, and provide a stronger technical foundation for future enhancements.



I'm a plan member



I'm an employer



I'm a broker



I'm a provider

National reach.
Local focus.

HPI serves employers and benefits brokers nationwide, with a deep



Goals & Challenges

Health Plans Inc. needed to replace its aging website infrastructure with a modern CMS platform capable of supporting ongoing business operations, future development initiatives, and evolving technical requirements. The existing platform had become increasingly difficult to maintain and lacked a practical framework for long-term upgrades, creating operational inefficiencies and increasing technical overhead.

The project required a complete rebuild of HealthPlansInc.com within the latest version of Umbraco while preserving the complex functionality and integrations that support the organization’s daily operations. Because the website serves as a critical access point for members, employers, brokers, and partners, maintaining platform stability and continuity throughout the transition was essential.

Core project priorities included:

- Establishing a stable and fully supported CMS environment.
- Creating a scalable application architecture designed for future growth
- Rebuilding existing integrations and operational functionality.
- Improving administrative workflows and backend usability
- Eliminating obsolete code and reducing technical debt.
- Standardizing branding and user experience across HPI web properties.
- Enhancing long-term maintainability and development efficiency.

A significant challenge involved modernizing the underlying platform without disrupting the functionality users relied on for account management, benefit access, and member resources. The rebuild also required careful evaluation of legacy components to determine which features should be retained, optimized, or removed entirely within the new application structure.

Platform Strategy

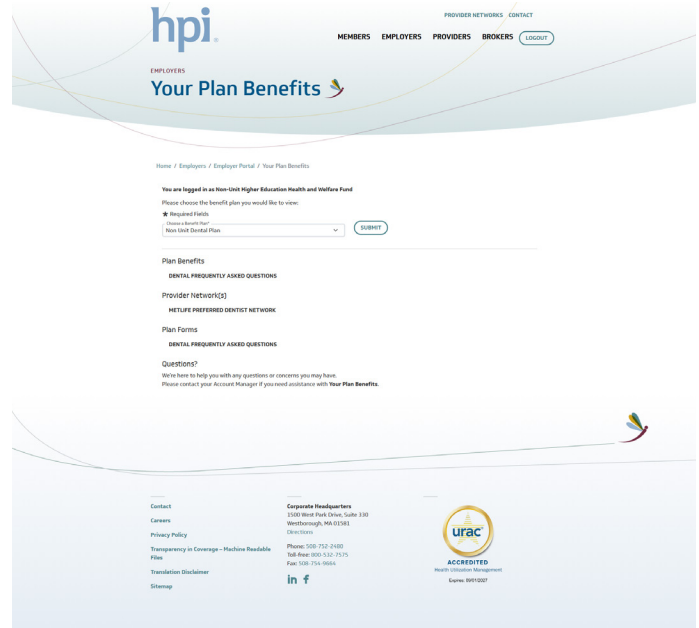
Rather than performing a direct migration of the legacy environment, Wakefly approached the engagement as a strategic redevelopment initiative focused on long-term sustainability. The latest version of Umbraco provided the flexibility and framework needed to create a cleaner, more maintainable platform while supporting future enhancements more efficiently.

The modernization effort also provided an opportunity to simplify application architecture, improve CMS administration, and streamline development workflows for future releases and updates.

Execution Approach

Technical Discovery & Requirements Validation

The project began with a detailed review of the existing application, technical dependencies, and documented business requirements. This process identified critical functionality that needed to be rebuilt while uncovering opportunities to improve platform performance, simplify workflows, and reduce reliance on legacy components.



CMS Rebuild & Application Modernization

Wakefly rebuilt the website within a modern Umbraco architecture designed to improve scalability, maintainability, and long-term supportability. Existing functionality was reconstructed within the new framework while outdated code and unnecessary dependencies were removed to create a more efficient application environment.

The redevelopment effort prioritized operational continuity while positioning the platform for future enhancements and ongoing technical evolution.

Administrative & User Experience Improvements

The rebuild included enhancements to backend content management workflows, enabling HPI teams to manage site updates more efficiently and with greater flexibility. Consistency across HPI’s digital properties was also improved through more unified branding, navigation structures, and interface standards.

Testing, Optimization & Launch

Comprehensive testing was conducted throughout the project lifecycle to validate functionality, integrations, responsive behavior, and content management processes. Prior to launch, the platform was optimized for performance and stability to ensure a smooth deployment experience with minimal disruption to users and internal teams.

Solution

Wakefly rebuilt HealthPlansInc.com using the latest version of Umbraco, creating a modernized CMS environment designed for scalability, stability, and long-term maintainability. Existing functionality was carefully evaluated and reconstructed within the new architecture, while outdated or unnecessary legacy code was removed to streamline performance and simplify future development efforts.

The rebuild included updates to content management workflows, allowing HPI administrators to manage website content more efficiently and with greater flexibility. Wakefly also aligned the visual experience and branding standards across HPI's digital properties to create a more unified online presence.

Throughout the engagement, the project team collaborated closely with HPI stakeholders to validate functionality requirements, review platform improvements, and ensure the rebuilt application aligned with operational goals and user expectations.

Results

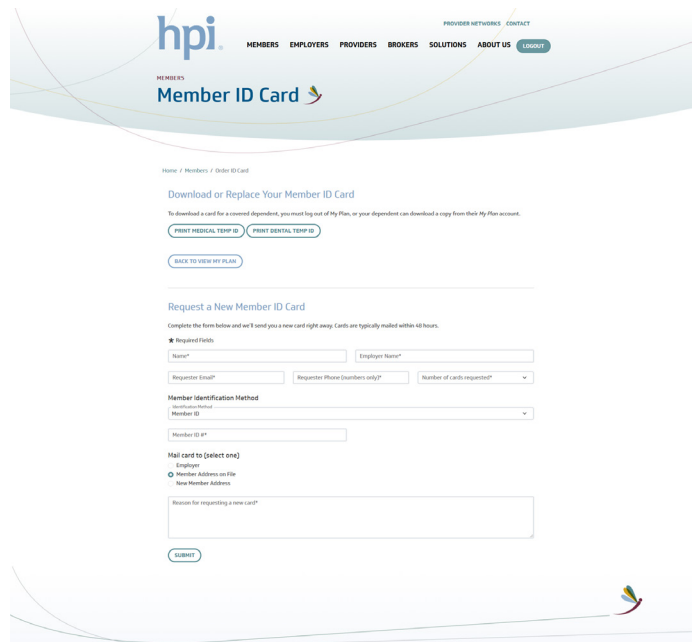
The completed rebuild delivered a fully modernized website platform capable of supporting HPI's long-term digital strategy. By transitioning to the latest version of Umbraco, HPI now benefits from a stable and fully supported CMS environment with a clearer upgrade path for future enhancements.

The streamlined codebase and rebuilt architecture improved maintainability and reduced technical complexity, making the platform more efficient to manage internally. The project also strengthened consistency across HPI's web properties while preserving access to essential member resources and business-critical functionality.

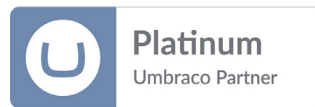
As a result, Health Plans Inc. now has a more flexible, scalable, and future-ready website platform positioned to support continued growth and evolving business needs.

Conclusion

The HealthPlansInc.com rebuild provided HPI with more than a platform upgrade — it established a modern digital foundation designed for long-term success. Through a strategic rebuild approach focused on scalability, maintainability, and operational efficiency, Wakefly delivered a solution that supports both current business requirements and future digital initiatives.



Wakefly



Wakefly is one of the most experienced Umbraco Solution Partners. We have been a dedicated Umbraco partner for many years, leveraging its powerful platform to create highly technical and marketing-focused websites. Our vast portfolio of successful projects has helped us earn Umbraco's highest recognition as a trusted and skilled partner.

Whether you're looking for a brand-new website or need assistance with updates to your existing Umbraco site, we can seamlessly integrate with your team to help you achieve your objectives. Wakefly's entire project team has extensive experience with Umbraco, including certified developers and Umbraco-marketing specialists, so you can trust us with your site.

Wakefly creates digital experiences that matter. We develop unified, online marketing strategies designed to help you connect with more prospects and customers. Our methodical, data-driven approach ensures that we engineer the perfect digital solution tailored to your needs.