



Improve online experience

CASE STUDY



Challenge

Pioneer Health Albany (PHA) is a large medical practice based in Western Australia. PHA approached ITworx to revitalise their DNN based website. The existing website was functional but required a complete design and branding overhaul to accurately reflect the high quality and professionalism of the medical practice. The Practice manager's objectives were simple - (1) do not start from scratch, (2) improve the online experience for both new and existing patients and (3) attract high calibre Doctors to the medical practice.



Solutions

ITworx initially worked with the client to understand their business and how the website fitted in to the overall business strategy. After a series of conference calls and online workshops we crafted a new design that dramatically improved the usability and professionalism of the PHA website.

Some specific improvements and details of the solution included:

IMPROVEMENT OF DESIGN FOR ALL EXISTING WEBSITE SKINS

ALL NEW SKINS WERE CREATED USING BOOTSTRAP FRAMEWORK TO MAKE THEM COMPLETELY MOBILE AND TABLET RESPONSIVE

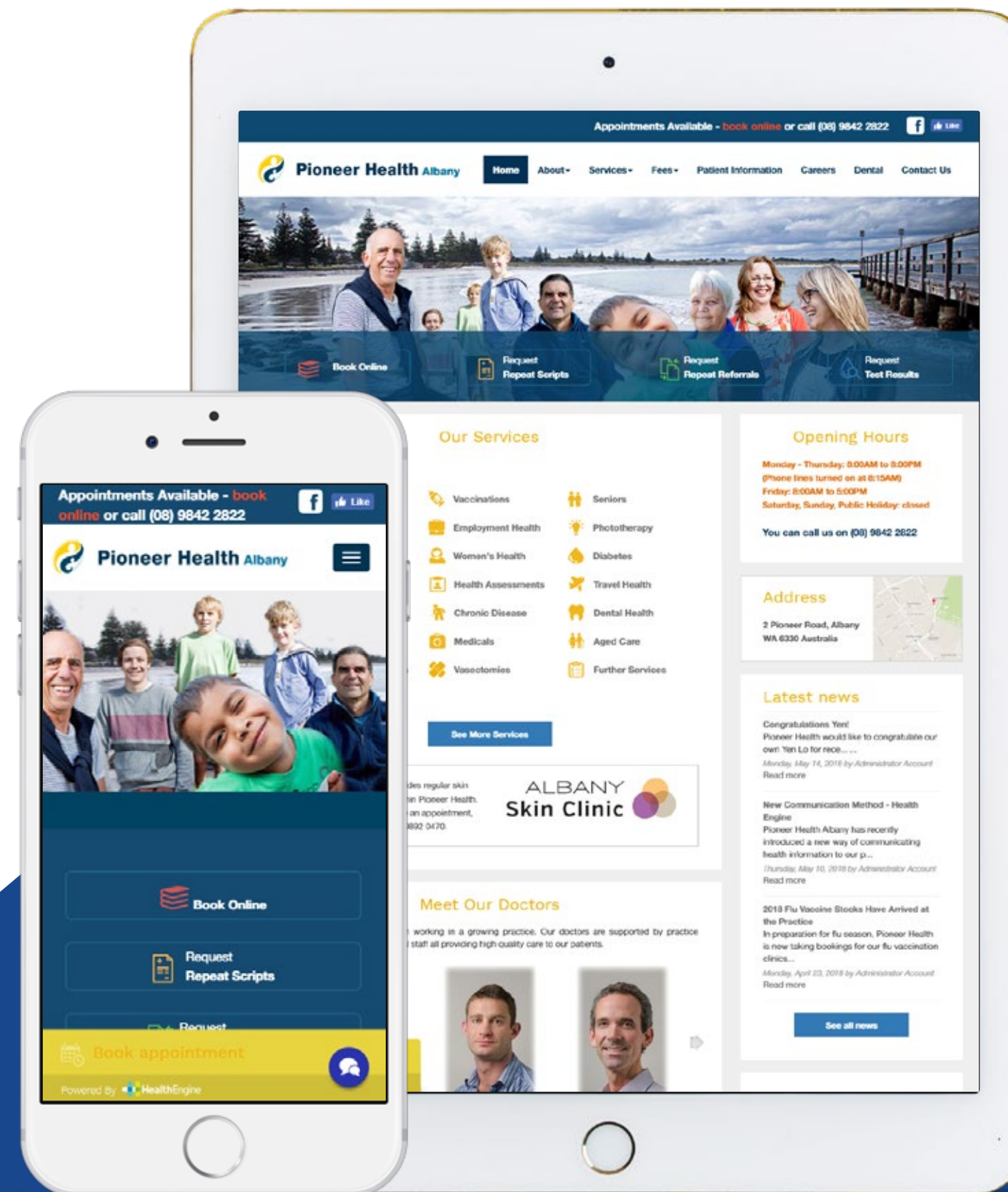
RETENTION OF MUCH OF THE EXISTING CONTENT TO KEEP COSTS TO A MINIMUM

CREATION OF SECONDARY PAGE DNN SKIN LAYOUT TO MAXIMISE THE DISPLAY OF CONTENT WHILE HIDING THE MAIN WEBSITE BANNER

INTEGRATION OF TAWK.CL TO ENABLE CUSTOMERS TO SPEAK DIRECTLY WITH PHA ADMIN STAFF. CREATION OF AN ENTIRELY NEW SET OF DNN CONTAINERS

RE-VAMPED THE DOCTORS BLOG SECTION BY UTILISING THE DNN BLOG OPEN SOURCE MODULE. ITWORX DOCUMENTED THE USAGE OF ALL NEW CONTAINERS ON THE SITE FOR EASE OF USE BY THE WEBSITE ADMINISTRATOR

CREATION OF STICKY ELEMENTS SUCH AS THE BOOKING BUTTON FOR PROMINENT PLACEMENT ON THE SITE AS A CLEAR CALL TO ACTION



Benefits

With a combination of new DNN Modules and front end coding techniques ITworx transformed the site to achieve the objectives established during the workshops.

Today the PHA management team is very happy with the outcome and the improvements to the website.

ITworx ensured at all times that our recommendations provided tangible improvements and benefits to the PHA target audience.

