



St. Lukes Health

stlukes.com.au

The Digital Embassy worked closely with St Lukes Health to identify the key objectives for their website redevelopment. The new site reflects the health fund's current branding and positioning statement as well as providing a streamlined interface and an improved user experience with the ultimate goal of driving conversions.

The site includes key features including an easy to use, seamless cost comparison tool allowing potential members to quickly compare products and a comprehensive Online Members Service for existing members.

Following the development of the desktop site, The Digital Embassy developed a mobile website for St Lukes, transferring the key functionality of the desktop site including the cover selector tool and Mobile Member Service to a mobile optimised website.

