

SpecialCare Hospital Management Responsive Design for a Healthcare Organization

The Challenge

A healthcare company providing medical stabilization administrative services partnered with Unidev to create a new website. The new site needed to not only provide information about the organization and its services, but it also needed to provide information about its specific programs and locations. Their previous site had a list of locations, but with treatment programs located throughout the United States, they needed a better way for patients to find the location nearest them.

The Solution

Unidev built and designed a new WordPress website with a unique interactive map of the country which displays all the locations they have to offer.

Technologies/Platforms

- WordPress
- PHP

The Win

When comparing three months post launch to the three months prior to launch, the session duration increased 9%. The new site allows visitors to easily browse the location map to find treatment programs nearest them. From there, they can click through to find more information about individual locations. The map page is now the most viewed page after the home page with 13% of all pageviews since site launch.

Client Response

"We redesigned our website to better align with our goals of presenting an up-to-date resource to our patients and other constituents. I especially wanted to have easy navigation with a map feature and easily found info on our location pages, and the Unidev team provided solutions that are visually appealing as well as functional.

They were responsive and helpful throughout the redesign process, and we were happy to continue our relationship with them for this project and years to come."

-Elizabeth Curran, Marketing Manager, SpecialCare Hospital Management

