

Website of the Year – Health IT

1. DataFirst

Brief Summary

In support of a new vision that significantly shifted its corporate and go-to-market strategy, DataFirst launched a new website with a clear vision: We want to look and sound different from our competition.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Within the first month of joining Clarity Quest, she penned the blog post with the most click thrus from our agency newsletter in all of 2021.

Entry Details (max 3500 characters)

"DataFirst did a new website launch right by starting with messaging and positioning to improve brand perception and increase valuation.

1. Messaging and Positioning Framework - Elevate the narrative to attract the C-suite, reduce the technical language, and communicate how DataFirst solves imaging interoperability challenges at an enterprise level.
2. Brand Promises - Articulate the commitments they make to their customers each day that are unique from their competitors.
3. Brand Architecture - Shift to a house of brands architecture to reflect the new platform and product solutions.
4. Product Packaging - Modernize the design of the product logo to align with the new brand look and feel.
5. Search Engine Optimization (SEO) - Analyze and recommend new key phrases to rank for while maintaining existing SEO value.
6. Brand Image - Overhaul the look and feel of DataFirst with a modern, edgy and sleek image.

These strategic shifts position DataFirst as an enterprise interoperability solution putting their core value proposition center-stage on the website.

- Give visitors a multi-media experience answering their questions with custom videos, diagrams, and graphics.
- Put DataFirst's Silverback solution front and center, delivering an experience for all audiences, taking care not to alienate existing targets, and appealing to new personas.
- Tell the DataFirst story with a confident, empowering tone with headlines and unique calls to action that drive a prospect to contact them.
- Use compelling imagery and custom graphics to communicate and simplify their solutions' complexities visually.
- Optimize for SEO to rank for target keyphrases and follow industry best practices.

The results: Simple, modern, edgy, sleek. Most importantly, different from the competition!

Supporting Links

<https://www.datafirst.com/>

<https://www.datafirst.com/silverback/>

2. Viewgol

Brief Summary

Who says B2B marketing can't be fun? Launched in December 2021, the Viewgol website combined a brand refresh with an aggressive initiative to expand its marketing footprint among RCM leaders at large physician practices.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Viewgol's fresh approach to RCM analytics, coupled with their rebellious spirit and fanatical customer culture, take center stage on their website.

Don't miss the Viewgol origin story on the company timeline - classic and creative!

Entry Details (max 3500 characters)

Viewgol (rhymes with Google, but way more fun) faces a common challenge for health tech companies - how to stand out in a crowded market.

Leading with a guarantee that they can help clients uncover hidden opportunities that result in a 5-15% revenue lift, Viewgol clients are more than happy customers - they're Viewgol fanatics!

This website brings that fanatic spirit to life, everything from the menu navigation to the imaginative details on every page. Confetti woman (about 3/4 of the way down the homepage) is a personal favorite.

The website also includes unique CTAs and engaging video and infographic content.

Standing out in a crowded market can be challenging, but Viewgol's RCM intelligence platform and enthusiasm knock it out of the park.

Supporting Links

<https://www.viewgol.com/>

<https://www.viewgol.com/winning-data/our-story/>

<https://www.viewgol.com/winning-data/beyond-kpis/>

<https://www.viewgol.com/revenue-cycle-kpi-pitfalls/>

<https://www.viewgol.com/your-data/>

3. Carium

Brief Summary

It takes guts, grit, creativity and passion to re-imagine a brand and website. In February 2022, Carium unveiled a complete brand transformation grounded in experience-led, strategic design. Our aim was to be informative, provocative, inspiring and (hopefully) entertaining.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Every color, word, and image was chosen to convey the intersectionality of tech touch and human touch. A thematic thread of “Every Experience Matters” is woven throughout - from patients, to solutions and even to our About page, which features our team as real people doing real work that matters.

Entry Details (max 3500 characters)

After a radically candid review of the existing site in December of 2021, the Carium team began researching and rebuilding customer personas, with keen focus on the person behind the role. Then, we mapped out our tech stack alongside how it is experienced from the perspective of patients, caregivers, clinicians, care teams and healthcare systems. Once we understood the thoughts, beliefs, emotions and behaviors we began to wireframe how our solutions address pain points and true needs within healthcare.

All of this due diligence research led us to a simple, grounding phrase that informed our creative process

Every Experience Matters.

Color Story:

The color palette was refined and chosen as symbolism:

- + teal is for the Carium technology
- + midnight blue is for our clinicians and care teams
- + the magenta is for our patients

We opted to de-saturate imagery to convey the idea that nothing is black and white, especially in healthcare. The colored gradient overlay symbolizes how Carium is the intersection of tech touch and human touch.

The Writing:

Our written content was inspired by Weekend Language by Andy Craig and Dave Yewman. So much of healthcare writing is sterile, dense and unnecessarily hard to read. We sought to speak like a friend, regardless of title, status or academic attainment. Therefore, we chose a looser writing style in terms of cadence and word choice.

Our Why:

As noted earlier, a critical goal was to convey the intersectionality of tech touch and human touch. One of our favorite pages is our Carium About page. It was important for us to showcase the passion, talent, intelligence, experience and joy within this growing healthcare IT company. We therefore chose a few unique elements:

- + Opening with a letter and signatures from our founders as to their "why" in their vision for Carium.
- + Our new mission statement that came from this rebrand exercise.
- + Rather than have the executive headshot approach, we asked each team member to provide us with their favorite photo of themselves. We also created a hover effect over each photo that displays each person's "why".
- + We included a story behind the Carium name.

We are sure there are plenty of submissions in this contest that had bigger budgets, longer lead times and resources beyond measure.

This new Carium site didn't have that. This entire website renovation was done in-house within a six-week timeframe (but that's another story for another day.). Instead of deep pockets and resources, this site was built from passion; a true sense of vision and mission for our patients and clinicians; and deep pride in the team behind Carium.

In the attached PDF, you'll see screenshots of the old, legacy site. In the supporting links section, you'll see the link for the rebranded website."

Supporting Links

<https://www.go.carium.com/>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Carium-Legacy-Brand-Overview.pdf>

4. GetWell Networks

Brief Summary

The newly redesigned Get Well website defines our purpose, articulates and drives our offerings, and exemplifies how we execute on our brand promise: deliver personalized care for all. Get Well completely redesigned and rewrote much of its website content for a brand refresh in October 2021.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Get Well's six-person Marketing team embarked on a brand refresh in 2021 involving a total redesign of its website and a refresh of web copy to convey a new voice and messaging, including the creation of nine new pages. The result is a 20% increase in web traffic, driven by our brand relaunch.

Entry Details (max 3500 characters)

For more than 20 years, Get Well's goal has been the same: Healthier patients. Better outcomes. More involved families and caretakers. But as the healthcare industry shifts " and the world shifts with it " we recognize that we must evolve as well.

We wanted to help the healthcare industry shift from a transactional approach to care to one that is relational and with a holistic view of the patient " one that sees people as individuals with specific needs; one that treats all people equally.

With that goal in mind, Get Well embarked on a rebrand effort in October 2021, introducing a new name and a newly designed website featuring a new look and feel to reflect our new brand.

Redesigning a website is no easy task. Redesigning a website while also rebranding is even more challenging. Doing it with a marketing team of six people " including three who had been part of the Get Well team for less than a year " required a high level of trust, support, and respect.

Recognizing that the website is a main driver of sales for the company, creating a user experience that is intuitive and provides the user with the information they want in an easy-to-access format is critical.

Our visual language is a critical part of our design system, and we use it to introduce our brand to our audiences. This visual language needed to be incorporated into the website. New imagery, animated icons, hand-drawn illustrations, iconography, photography, and brand elements were all introduced on the new website.

The new user website experience is more in line with our value proposition: Get Well gives people managing their own healthcare, or someone else's, consistent access to their care team, along with the information they need to make sense of and move themselves through every step of their health journey.

Meanwhile, the company's rebranding effort also involved a change in Get Well's voice and messaging, and the website needed to reflect this new tone. Voice is the personality we assume when we

communicate on behalf of Get Well - so that everything we write sounds like us. Our voice conveys that Get Well is hospitable, well-informed, passionate, and direct.

This rebrand and relaunch of the website was completed in less than two months. Not only was the small team working tirelessly to complete the actual work on the website (designing and writing), but the rebrand involved a great deal of internal communication and roll out, all of which was conducted simultaneously to the relaunch work.

The end result is a sleek, user-friendly website that drives traffic. The redesigned website launched in October of 2021. In the second half of 2021, the website saw a 20% increase in traffic as a result. With clear calls to action and compelling copy, the website tells the story of Get Well and introduces the promise of personalized care for all - an enticing idea for which the entire healthcare industry strives.

Supporting Links

<https://www.getwellnetwork.com/resources/>

<https://www.getwellnetwork.com/about/>

5. Definitive Healthcare

Brief Summary

Definitive Healthcare overhauled and relaunched its website in three and half months to align with the company's new visual identity and brand messaging and optimize the user experience.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

Not only did the team need to update the entire look and feel of the website, but we completely rehailed our navigation, content, page organization and CMS system in three and half months. The website launched on time, and we saw increased traffic in the second half of the year.

Entry Details (max 3500 characters)

As part of our company rebrand, the marketing team launched a new website in 3 ½ months that not only clearly told our company story and aligned with our new visual identity but also optimized the user experience to improve conversion rates.

Before our rebrand, our website was very static, dark and unintuitive. The navigation was confusing as we had so many pages included in our main navigation. The site did not reflect our current corporate story or go-to-market strategy and was very copy-heavy, making it hard for users to digest and find the information they were looking for.

From a technical standpoint, the site lacked responsiveness and did not have a mobile-friendly layout. Our CMS system didn't allow for easy customization and flexibility to create responsive and dynamic pages, so we were limited in the updates and changes we could make.

Given the messaging, technical and design elements that all needed updating, we knew we had a complete overhaul on our hands to up-level our website. And we had had limited time to launch a new website as it needed to be live by our analyst day and roadshow tour for the IPO scheduled to begin in early July.

The marketing team worked with two external agency partners - our digital agency to help with the technical components and the migration of our CMS and our branding agency to help with the look and feel of the new website.

One of the biggest undertakings was moving our CMS from Hubspot to Drupal. We selected Drupal for our CMS as it allows us to create a more agile, flexible, adaptive and scalable website that would help us in the next phase of our company growth. Drupal also offered more capabilities to up-level our lead generation campaigns and amplify our SEO efforts to help more people find our website. We were also able to install Drift's chatbot on our site to help guide people to the answers and content they're seeking to provide a more personalized experience to users.

From a design perspective, our new website is much brighter, easier to navigate and less copy heavy. We also varied up the page design, so each website component has its own look and feel yet feels like a part of the broader site. Additionally, we reworked our navigation and messaging to be more solution-

oriented rather than product-oriented as we realize people are coming to our site for answers to their most pressing healthcare questions.

We've continued to enhance our website since its launch in July 2021 to expand our functionality, simplify navigation, improve our SEO, upgrade the design to introduce new visual elements and offer new product capabilities to visitors as they were released.

Since the new website went live in July 2021, we saw an 11% improve in total page views in the second half of the year and an 8% improvement in our organic blog views.

Supporting Links

<https://www.definitivehc.com/>

<https://web.archive.org/web/20210613200111/https://www.definitivehc.com/>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Definitive-Healthcare-old-website-vs-new-1.pptx>

6. CloudMedx

Brief Summary

The corporate website for CloudMedx offers a vibrant user experience. Our dynamic homepage is both inviting and informative. The design approach respects the users' time, providing an engaging, executive summary-style intro that allows deeper levels of exploration whenever desired.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

We're different than others in the healthcare category. Our style and site reflect that. Despite offering some of the most sophisticated tools available, we're told our friendly, colorful design is a welcome change. It reinforces our promise of clarity and utility in a complex world.

Entry Details (max 3500 characters)

The corporate website for CloudMedx

Supporting Links

<https://cloudmedxhealth.com/>

7. Hyro

Brief Summary

Hyro's website is a bold pivot from traditional, cookie-cutter healthcare IT websites. In an attempt to break the mold of more boring B2B messaging and design, Hyro has prioritized a brand that'll stand out amongst our competitors. Our website represents our conversational AI; new and recognizable.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

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Entry Details (max 3500 characters)

"We hope that when you visit www.hyro.ai, you'll be inspired by the vibrant choice of copy, colors and animations. With limited budget, we were able to craft key pages in healthcare (<https://www.hyro.ai/blog-category/healthcare>, <https://www.hyro.ai/how-it-works>, <https://www.hyro.ai/hyro-epic-emr-integration>, <https://www.hyro.ai/covid-19>, <https://www.hyro.ai/healthcare>) that highlight our products and natural language technology while keeping our tone of voice in tact.

With clients like Novant Health and Montefiore, and partners like Twilio, Microsoft and Kyruus, continuing to praise our website and brand, we feel confident yet humbled in applying for this HITMC award.

Supporting Links

<https://www.hyro.ai/blog-category/healthcare>
<https://www.hyro.ai/how-it-works>
<https://www.hyro.ai/hyro-epic-emr-integration>
<https://www.hyro.ai/covid-19>
<https://www.hyro.ai/healthcare>

8. Impensa Advisors

Brief Summary

The Impensa Advisors website is bold, modern, and focuses on user experience for multiple audiences.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

The chances Impensa Advisors took on bold colors, the ease of navigation, the site speed, and the succinct focus on key messages make this website stand out.

Entry Details (max 3500 characters)

After rebranding, Impensa Advisors needed a website refresh to reflect their new design style.

As they serve multiple audiences, it was important the user experience for each audience was seamless. we made it easy for each to enter into a customized website experience from the homepage. Impensa Advisors' bold new colors needed to be balanced with a lot of white space and clean lines to maintain a professional look.

Disparate, overly "stock-looking" images were discarded in favor of custom icons.

To improve user experience, we customized the website experience from the homepage to allow each audience their own section of the site.

Supporting Links

<http://www.impensa-advisors.com/>

Additional Documents

<https://www.hitmc.com/wp-content/uploads/ninja-forms/14/Impensa-website-award.pdf>

9. eHealth Exchange

Brief Summary

The eHealth Exchange is the oldest nationwide health information network in the U.S. and their website showed it. With support from Spire Communications, the non-profit overhauled its website to refresh the eHealth Exchange brand without a costly, complete re-brand.

Why does this nomination stand out? Why does it deserve to win? (max 300 characters)

The website redesign focused not just on the graphics but the content of the website's itself. The team revisited every word and reconsidered the language choices made to make the website more welcoming, accessible, and understandable. The team ruthlessly edited, cutting as much jargon as possible.

Entry Details (max 3500 characters)

Health IT interoperability isn't just not sexy... it is necessarily complex. Much of the original eHealth Exchange website had been written by technical and legal professionals. This meant that the content of the website was comprehensive to a fault. The language used was dense and intimidating to potential new health information network members.

The eHealth Exchange team wanted to modernize their website, but quickly realized that a simple redesign would not be sufficient. Every page and every word needed to be re-considered. With the support of their agency, Spire Communications, the eHealth Exchange inventoried the original website and ruthlessly edited. Ultimately, the re-organized content resulted in fewer pages that were easy to read - both in design and word choice.

The resulting website has seen reduced bounces, better SEO results, increased time on page, and increased conversions.

Supporting Links

<https://ehealthexchange.org/>