

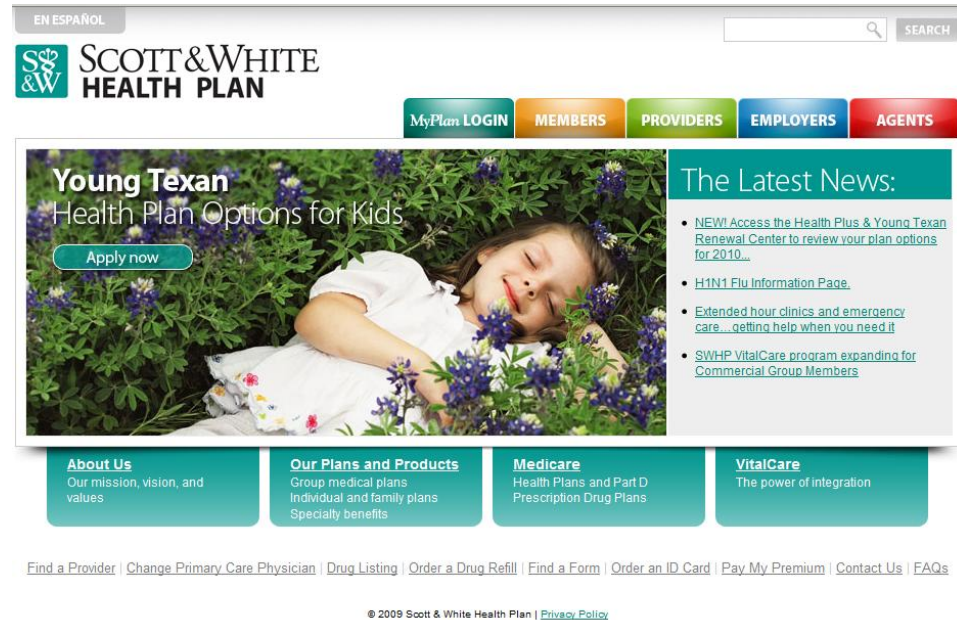


# Case Study: Web Design, Deployment and Integration

## Challenge

Scott & White Health Plan's website detracted from their reputation as a top-rated institution. SWHP needed a modern e-commerce site that could grow with the needs of their members, providers, employer groups and agents.

*Old website: Usability and navigation issues increased Member Care call volumes and rendered the site ineffective for lead generation.*



## Solution

**Usability.** We created a clean, modern site with color-coded sections, custom “quick links” and search to make common tasks and information accessible. Navigation was redefined around user goals and conversion. Content was streamlined; jargon was reduced.

**Integration.** Worked with multiple vendors to integrate external applications and forms.

**Maintenance, Hosting and Compliance.** Employed Drupal for content management. Created staging and workflow processes to accommodate compliance reviews. Managed hosting transition for ongoing HIPAA compliant services and 24x7 support.

**Feedback & reporting.** Site pages were instrumented with Google Analytics and a Web Feedback form. Key metrics were identified for monitoring and improving site access and conversion.

**Results:**  
*“The new look and feel has been drawing rave reviews from both staff and members”*

*– Lee Green, Associate Executive Director, Sales & Marketing*

- Onsite conversion improved
- Site visits up 39%
- Return visits up 52%