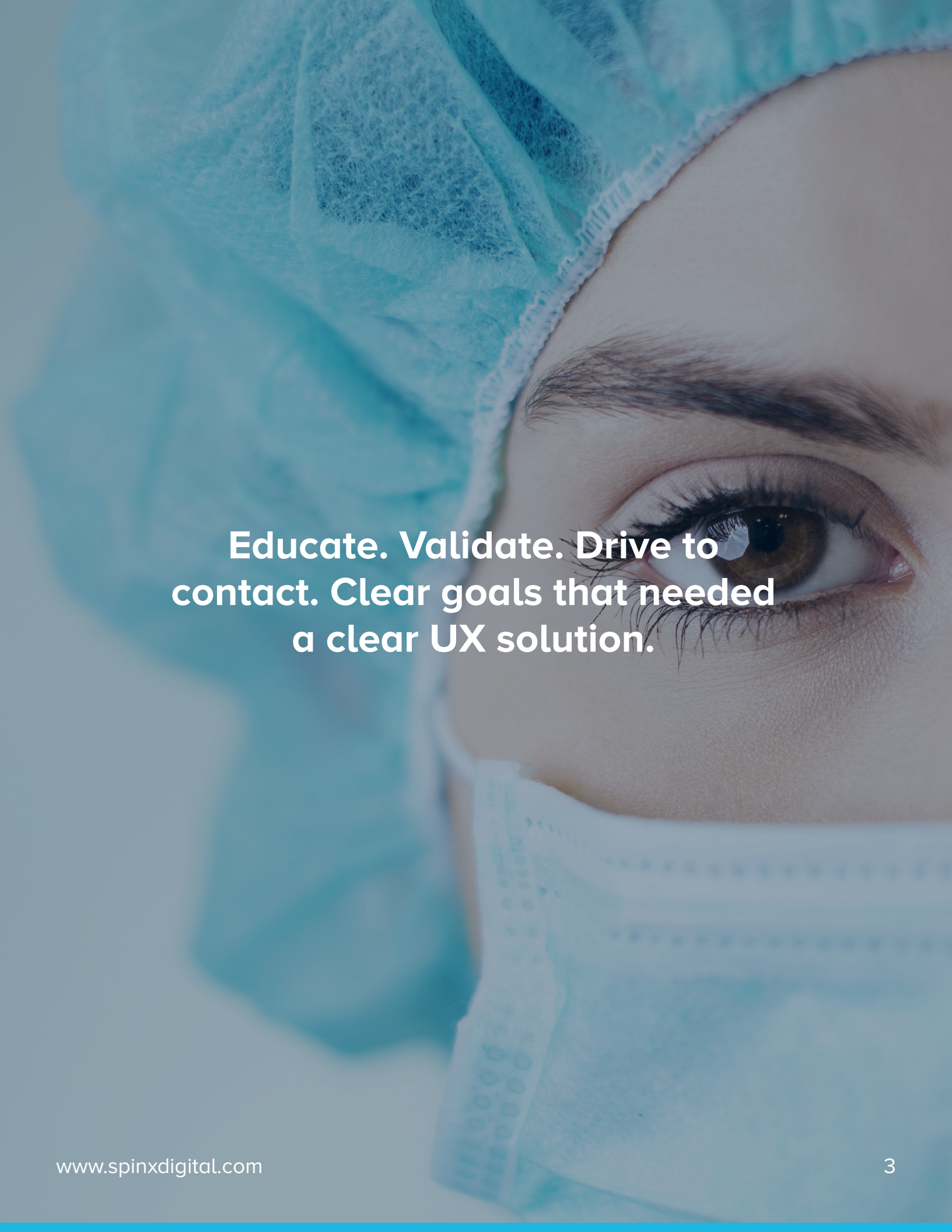
DESIGNING A FRESH UX STRATEGY FOR RENOWNED HEALTHCARE CONSULTANTS

GE Healthcare Camden Group Website Redesign

SPINX

Overview

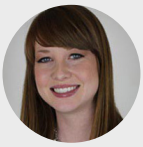
In 2015, GE Healthcare Partners and The Camden Group merged to become GE Healthcare Camden Group, a leading business consulting firm exclusively serving the healthcare industry. Dedicated to solving complex problems within the rapidly changing healthcare industry, the merger poised the company as the largest in the US with top-tier advisory and implementation services for healthcare.



Educate. Validate. Drive to contact. Clear goals that needed a clear UX solution.

Key Team Members

Ryan Gould
Project Manager & UX Strategy



Lisa Steward
Director of Projects & Strategy

Jeffrey Lo
Lead Designer

Keyur Ajmera
Lead Developer

Discovery

The GE Healthcare Camden Group came to us with a very outdated site that had major usability issues and lacked cohesion with the GE brand. Trusting our team of experts, they looked to us to create a strategy that would elevate the user experience while aligning it with the weight of the GE name and the strong reputation of the Camden Group.

Our first priority was to outline the goals of the redesign. One of the things the old site was doing well (despite it's issues) was providing a wealth of knowledge through thought leadership articles. These articles contained detailed information on issues within the healthcare industry and were successfully attracting leads. However, they were difficult to find while browsing, and weren't integrated with any other areas of the website. Thus, our first goal became to highlight and connect these strong articles with related sections across the redesigned site.

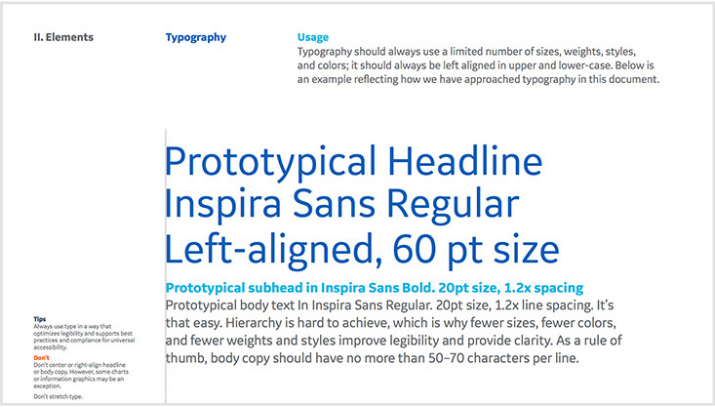
Second to the thought leadership articles, the next most popular area of the old site was the case studies. Case studies allowed visitors to validate how the GE Healthcare Camden Group had successfully helped clients within the healthcare industry. Integrating proof of expertise through case studies became our second goal of the redesign. And the third goal, after education and validation, was to drive potential leads to reach out and contact them.

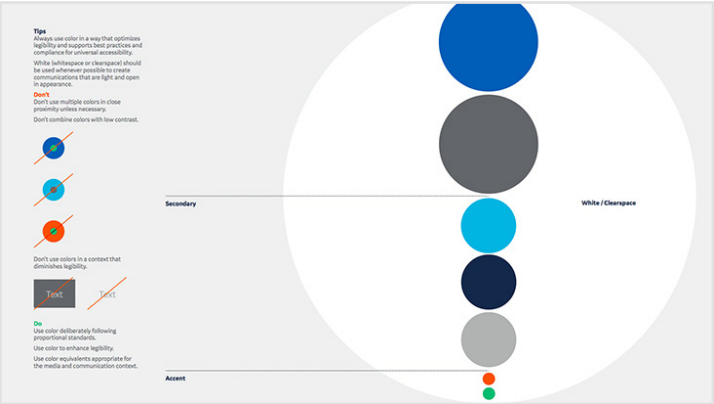
UX Strategy

With our goals clearly outlined, the next step was to put together the UX Strategy that would achieve them. To do this, we created several wireframe prototypes to test out different website flows that elegantly mixed together the thought leadership articles, case studies, CTA's to contact, and the remaining website content.

One of the areas of the website that required some deep rethinking was the services section. While their old site had a very traditional services section (think: simple title + copy), we imagined that this section could be so much more. Our UX visionaries saw the services area as a prime place to highlight related thought leadership articles, successful case studies, copy and images about the service, related sub-services, and powerful CTA's.

Another area of the site that we realized would be pertinent to cross-pollinate was the Insights section, where all thought leadership articles lived. Within each article we seized the opportunity to call out related services, key team members, CTA's to contact, and other related insights. We followed a similar pattern on the Case Study page by adding opportunities to connect related services and CTA's to contact, while adding key stats and callout quotes to make the study more visually appealing and scannable.

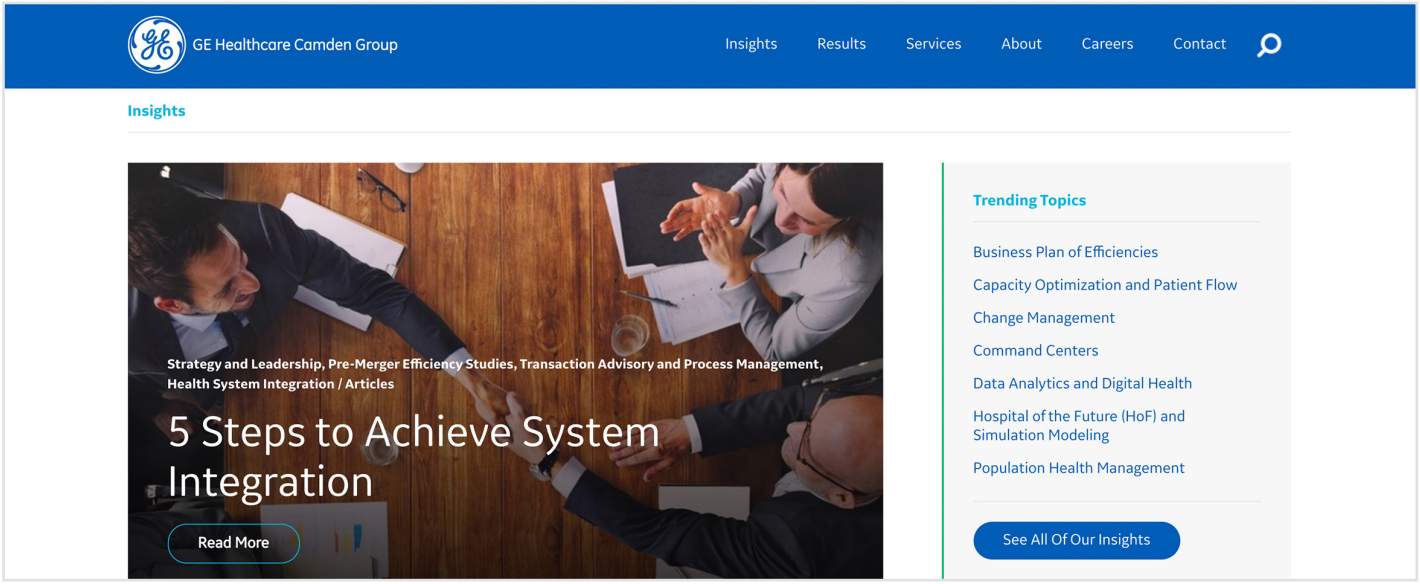


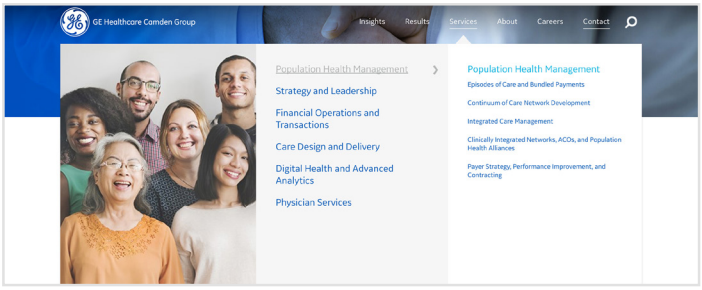


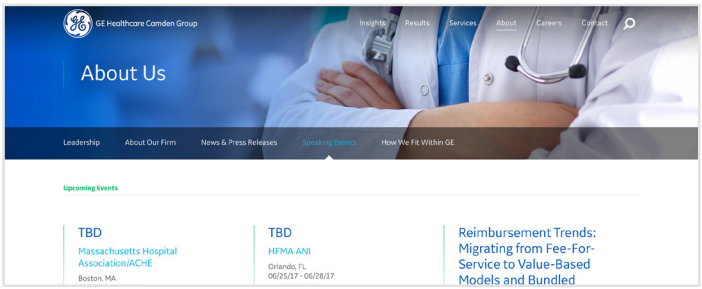
Build

Having a clearly defined UX prototype in place, we jumped into applying the visual design to the layout. A major part of the design phase involved aligning the visual look and feel of the site with General Electric's brand guidelines. Once the visual look and feel was established, we programmed the site on top of a custom .NET platform.

One tricky detail was that all the thought leadership articles had been published on Hubspot. Desiring to continue to take advantage or Hubspot's marketing and analytics features, the GE Healthcare Camden Group wanted to be able to keep posting thought leadership articles to Hubspot. This meant we had to configure a way for the articles to be pulled into the .NET platform. Our solution was to pull the Hubspot articles into the .NET CMS using an API, where the website team could then associate thought leadership articles with related case studies, services, and more.







Test & Launch

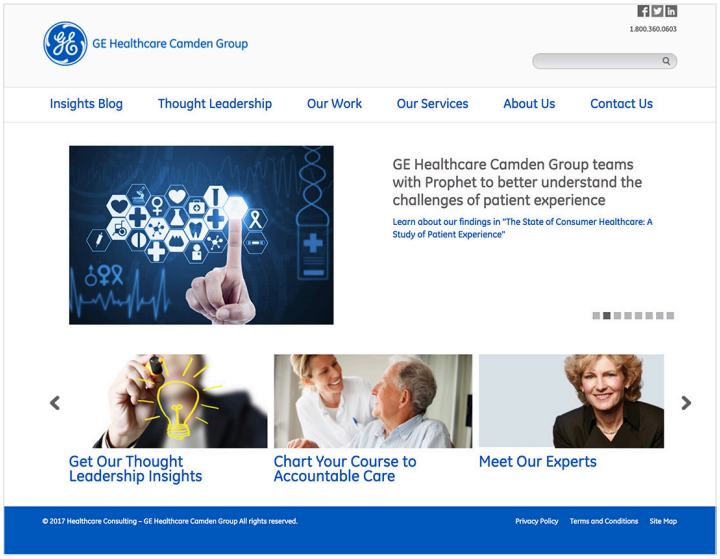
After all the content was added to the site and connected together, we conducted a full test of the site on multiple browsers and mobile devices to verify that the site was working and functioning correctly.

After passing the security test by GE's security team, we followed our comprehensive launch process to launch the new site seamlessly.

With impressive thought leadership articles, the GE Healthcare Camden Group needed a way to make these the star of their website.

The Results

Thanks to clearly defined goals and a solid UX Strategy, the redesigned site was a success! We were able to provide the GE Healthcare Camden Group with a beautifully designed website that accomplished their goals to educate, validate, and then drive site visitors to contact them.



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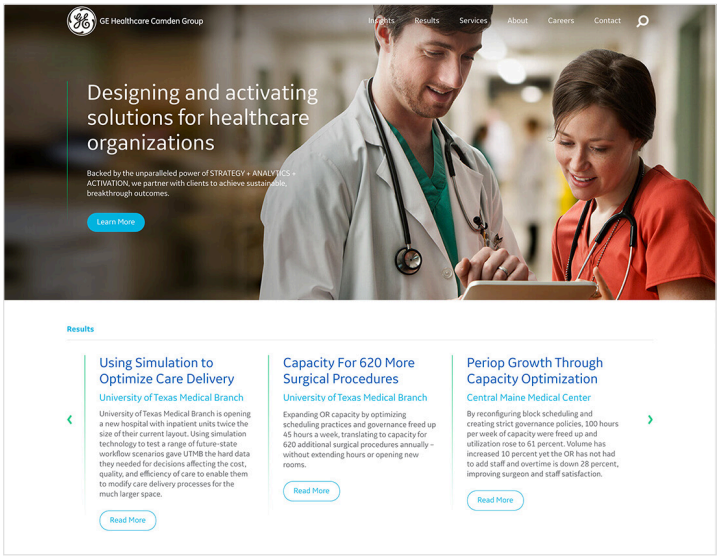

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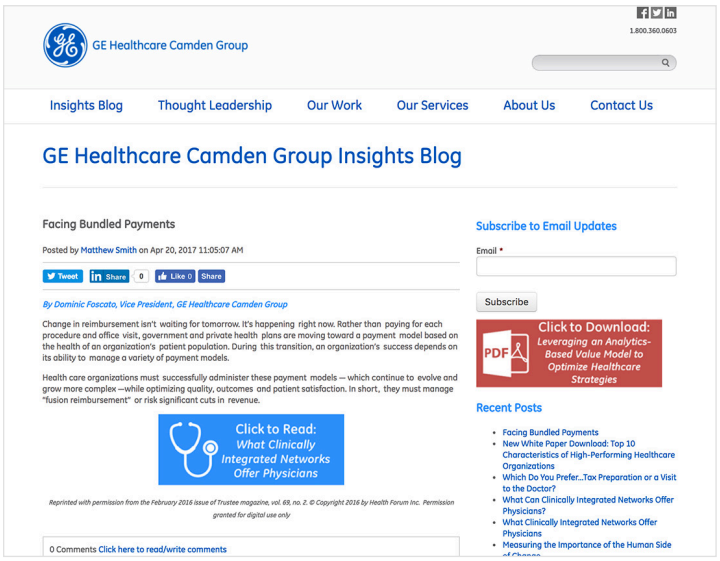

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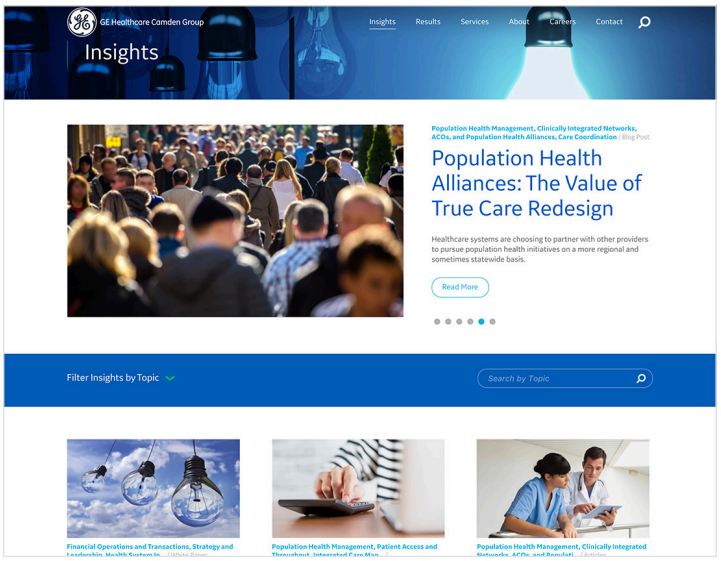

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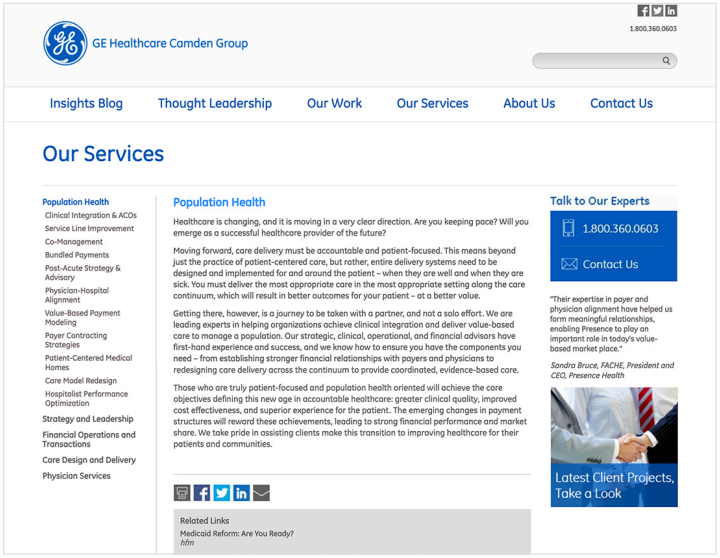

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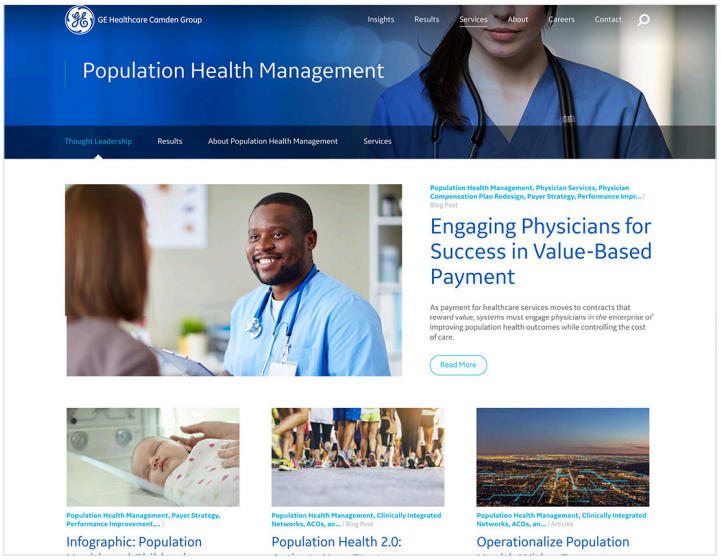

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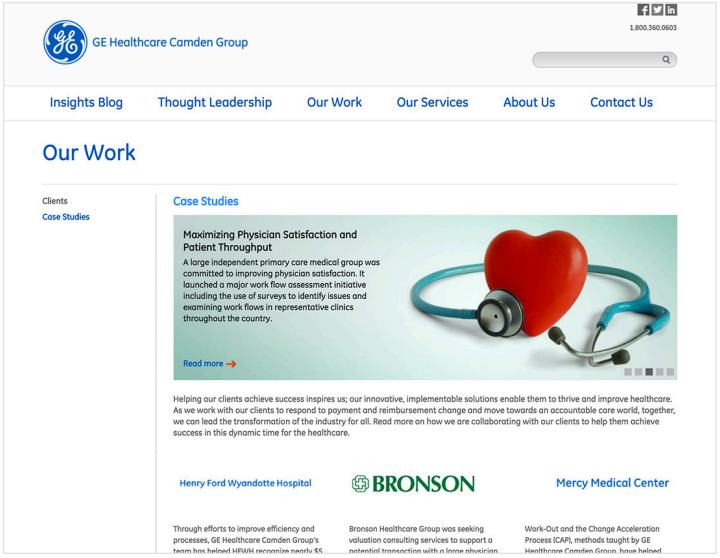

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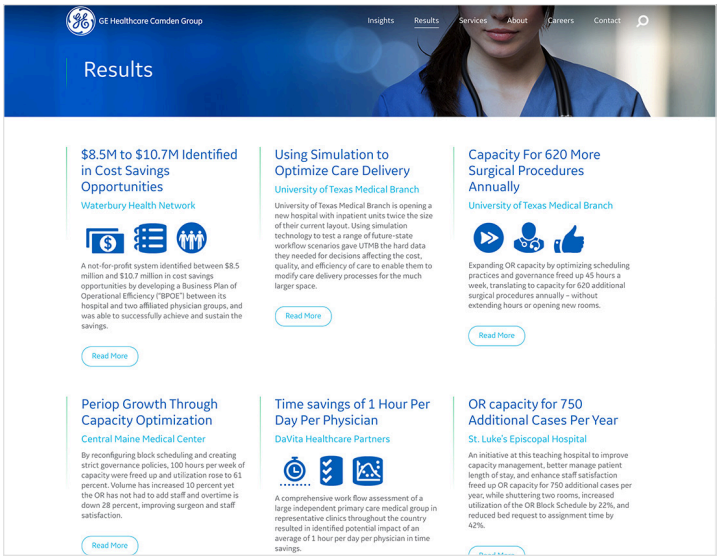

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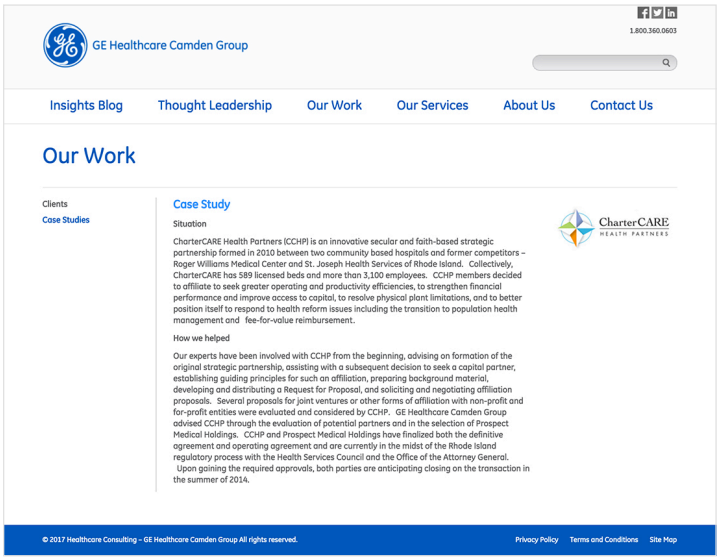

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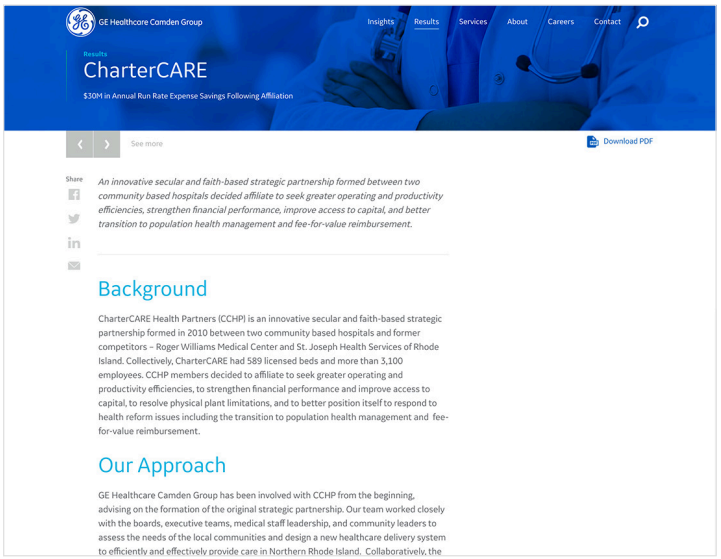

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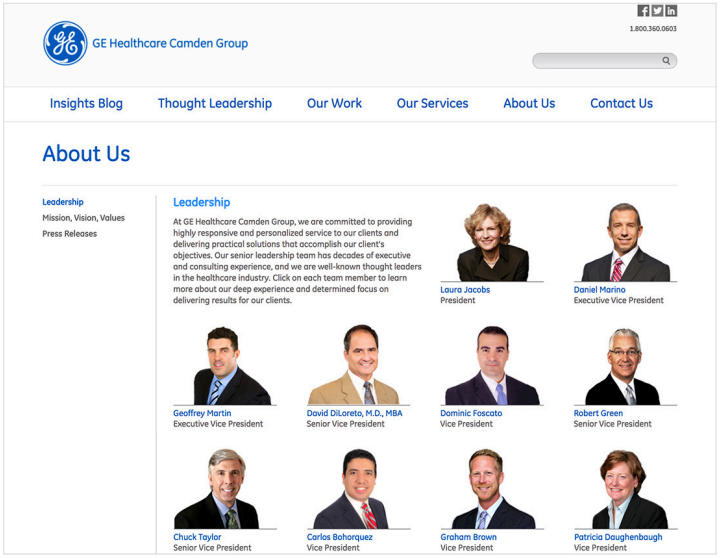

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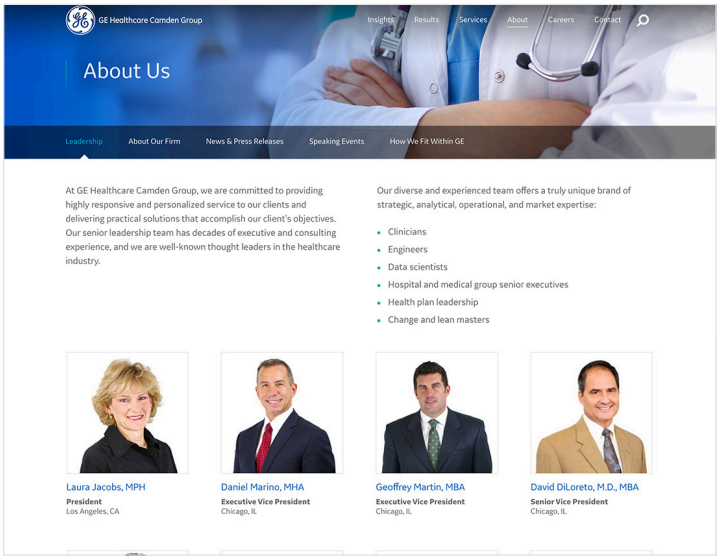

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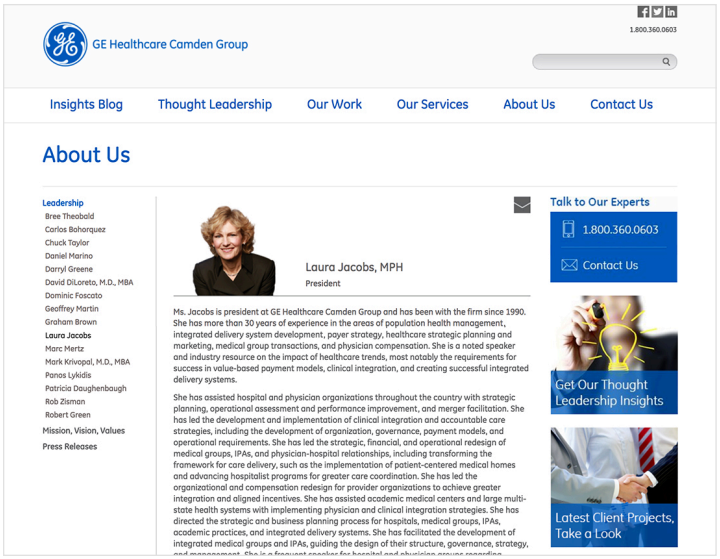

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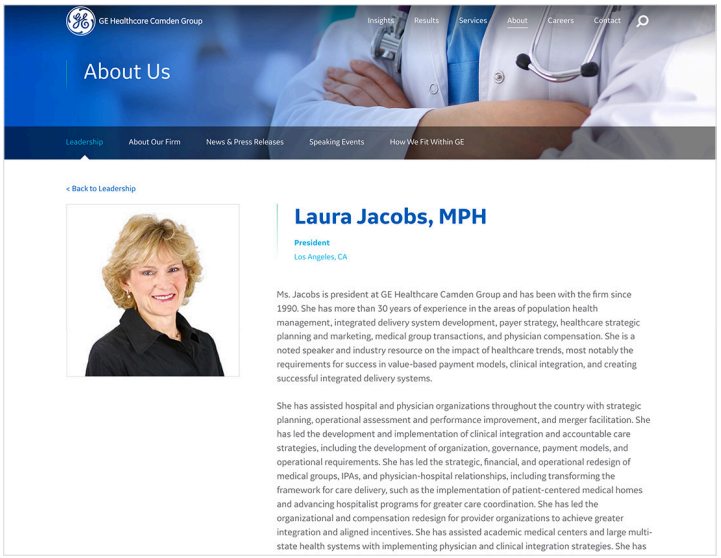
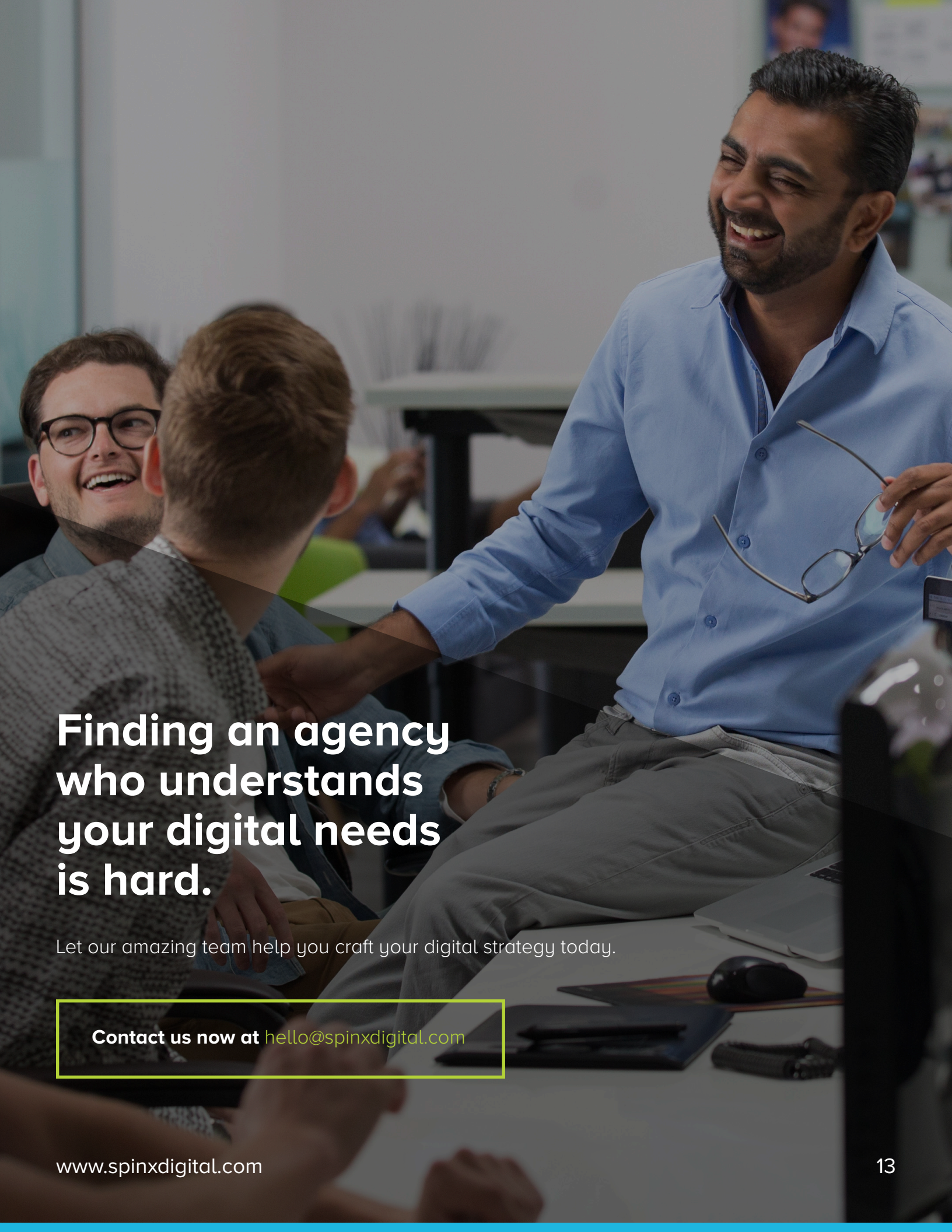


After

Closing Thoughts

Aligning the website experience with the expertise and success of the GE Healthcare Camden Group was no easy task, but the end result was worth all the time spent strategizing, designing, and building out the new site. With a sparkly new website that now clearly marries the General Electric brand with The Camden Group's reputation, the GE Healthcare Camden Group can let their knowledge and leadership shine.



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