



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.



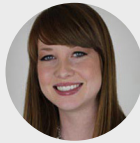
**Educate. Validate. Drive to
contact. Clear goals that needed
a clear UX solution.**

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The GE Healthcare Camden Group came to us with a very outdated site that had major usability issues and lacked cohesion with the GE brand.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 its 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.

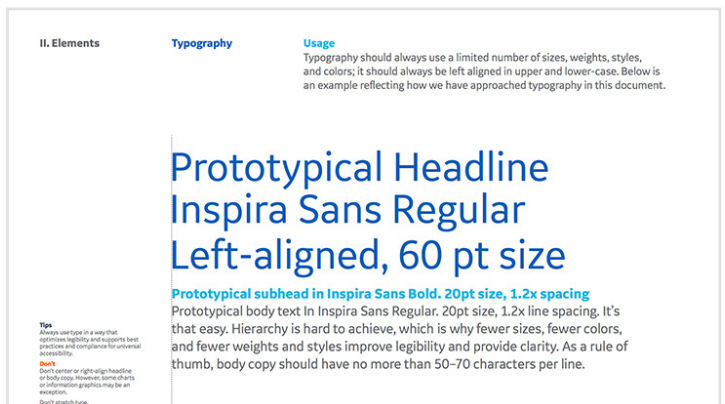
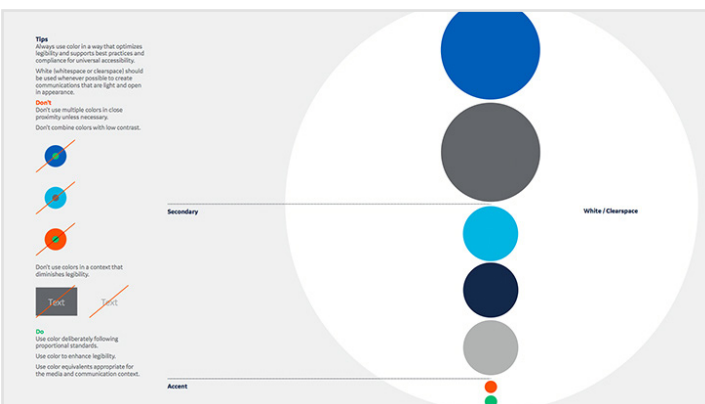
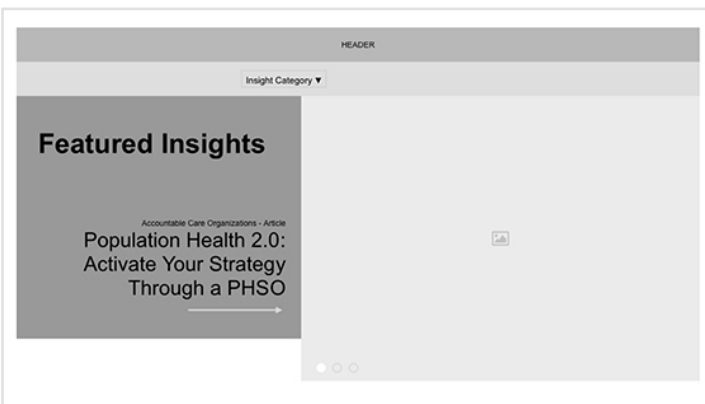


UX Strategy

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.

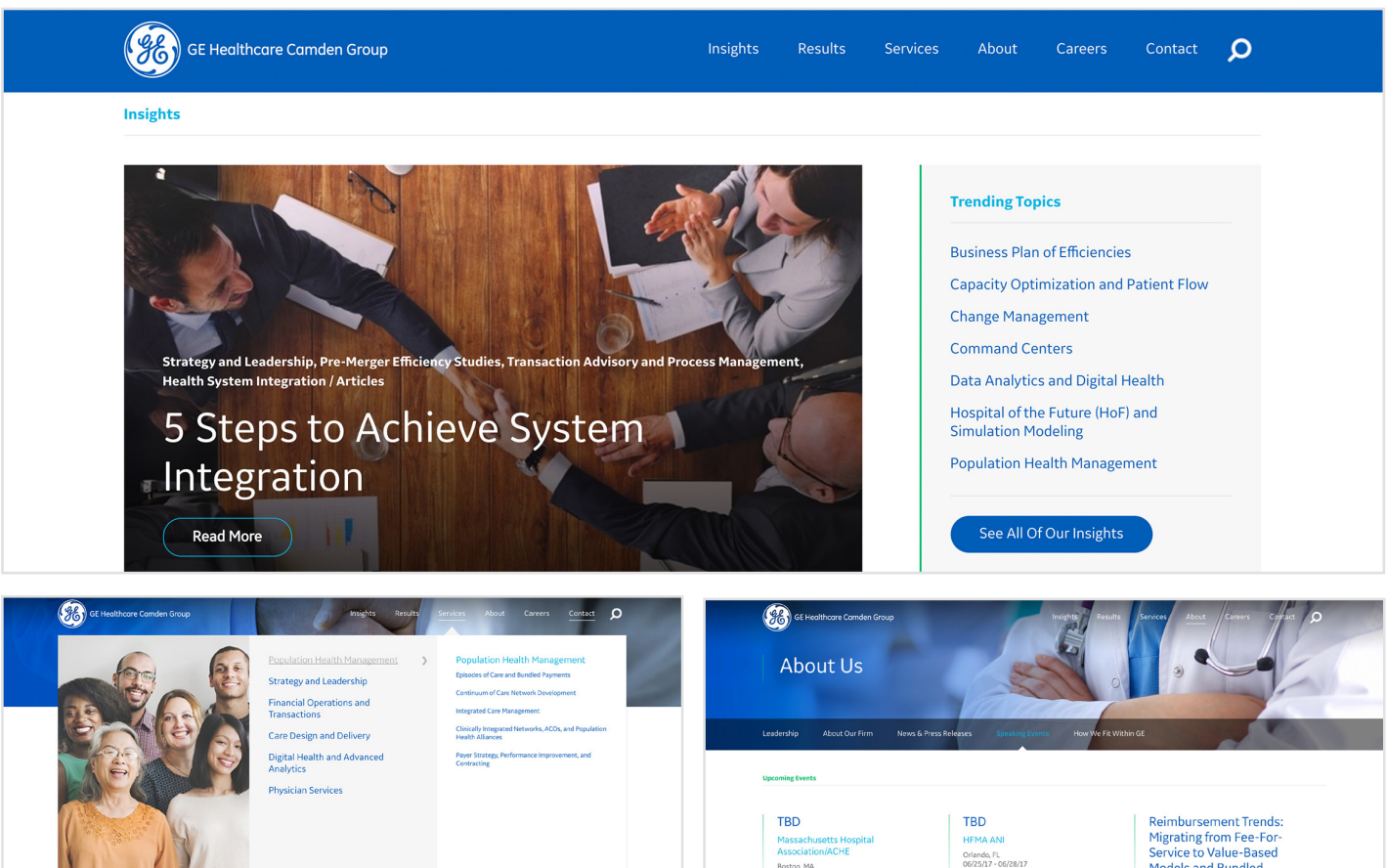
Another area of the site that we realized would be pertinent to cross-pollinate was the Insights section, where all thought leadership articles lived. Within each article we seized the opportunity to call out related services, key team members, CTA's to contact, and other related insights. We followed 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 of 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.

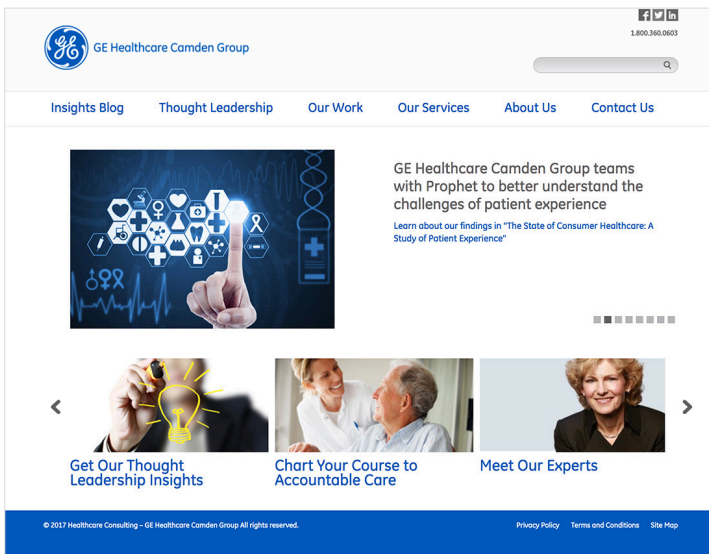
After passing the security test by GE's security team, we followed our comprehensive launch process to launch the new site seamlessly.

A smiling male doctor with a stethoscope around his neck, wearing a white lab coat over a blue shirt and tie. He is holding a tablet computer with both hands. The background is a blurred indoor setting with large windows.

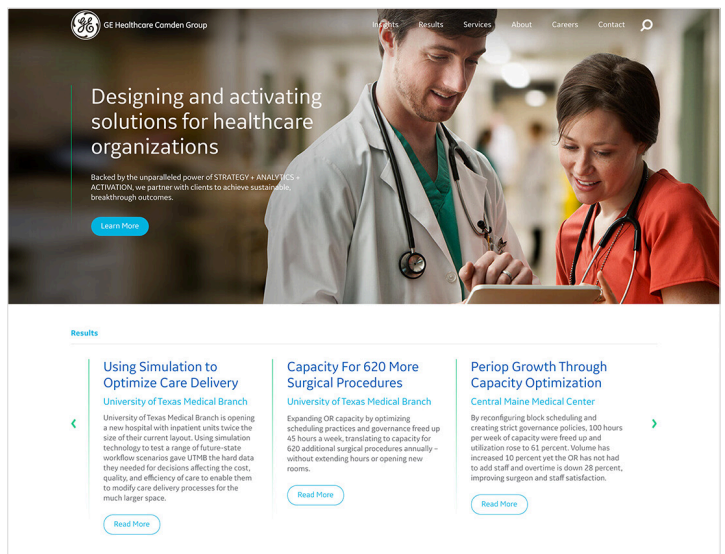
With impressive thought leadership articles, the GE Healthcare Camden Group needed a way to make these the star of their website.

The Results

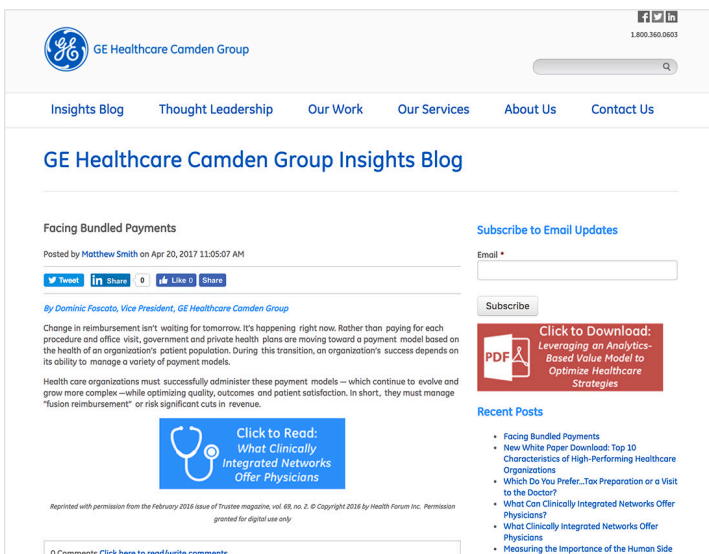
Thanks to clearly defined goals and a solid UX Strategy, the redesigned site was a success! We were able to provide the GE Healthcare Camden Group with a beautifully designed website that accomplished their goals to educate, validate, and then drive site visitors to contact them.



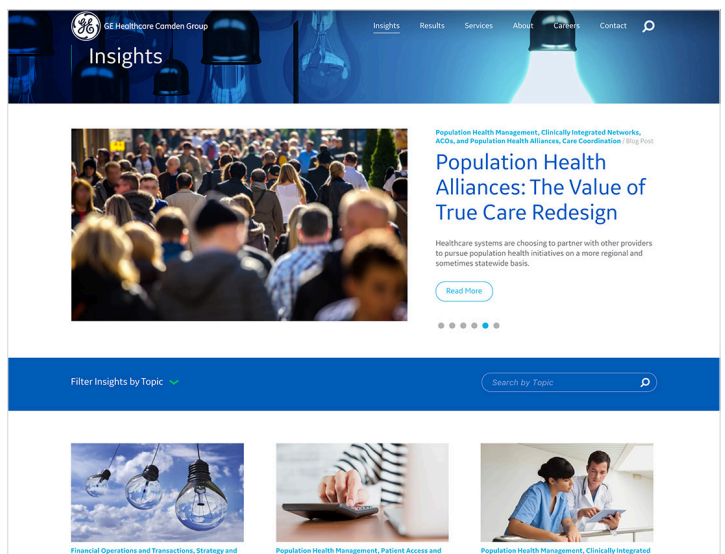
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New White Paper Download: Top 10 Characteristics of High-Performing Healthcare Organizations

Posted by Matthew Smith on Apr 18, 2017 11:30:49 AM
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By Darryl Greene, MS, Vice President, and Robert Green, MBA, FACHE, CHFP, Senior Vice President, GE Healthcare Camden Group

Click for White Paper: Top 10 Characteristics of High-Performing Healthcare Organizations

Prompted by the Affordable Care Act and numerous other environmental factors, many healthcare organizations, physicians, employers, and newcomers to the industry have been simultaneously focusing on multiple objectives to decrease an unsustainable cost of care growth while improving the quality of care and access for millions of patients. A question for healthcare organizations to consider is how to remain relevant to patients and financially viable in an industry that has been in and will likely continue to be in a constantly developing landscape?

We have observed consistent and common characteristics or attributes among the leaders and many of the employees who work in the highest performing organizations. Our new White Paper discusses 10 characteristics to consider as you journey through this sometimes uncertain and sometimes turbulent, but always challenging and many times rewarding industry we call healthcare.

Mc Green is a senior vice president and the practice lead for the financial operations and transaction advisory practice at GE Healthcare Camden Group. He has more than 36 years of healthcare experience with 13 years of...

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Patient-Centered Medical Homes
Care Model Redesign
Hospitalist Performance Optimization
Strategy and Leadership
Financial Operations and Transactions
Care Design and Delivery
Physician Services

Population Health
Healthcare is changing, and it is moving in a very clear direction. Are you keeping pace? Will you emerge as a successful healthcare provider of the future?

Moving forward, care delivery must be accountable and patient-focused. This means beyond just the practice of patient-centered care, but rather, entire delivery systems need to be designed and implemented for and around the patient - when they are well and when they are sick. You must deliver the most appropriate care in the most appropriate setting along the care continuum, which will result in better outcomes for your patient - at a better value.

Getting there, however, is a journey to be taken with a partner, and not a solo effort. We are leading experts in helping organizations achieve clinical integration and deliver value-based care to manage a population. Our strategic, clinical, operational, and financial advisors have first-hand experience and success, and we know how to ensure you have the components you need - from establishing stronger financial relationships with payers and physicians to redesigning care delivery across the continuum to provide coordinated, evidence-based care.

Those who are truly patient-focused and population health oriented will achieve the care objectives defining this new age in accountable healthcare: greater clinical quality, improved cost effectiveness, and superior experience for the patient. The emerging changes in payment structures will reward these achievements, leading to strong financial performance and market share. We take pride in assisting clients make this transition to improving healthcare for their patients and communities.

Talk to Our Experts

1.800.360.0603

[Contact Us](#)

"Their expertise in payer and physician alignment have helped us form meaningful relationships, enabling Presence to play an important role in today's value-based market place."

Sandra Bruce, FACHE, President and CEO, Presence Health

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Our Work

Clients
Case Studies

Case Studies

Maximizing Physician Satisfaction and Patient Throughput

A large independent primary care medical group was committed to improving physician satisfaction. It launched a major work flow assessment initiative including the use of surveys to identify issues and examining work flows in representative clinics throughout the country.

[Read more](#)

Helping our clients achieve success inspires us; our innovative, implementable solutions enable them to thrive and improve healthcare. As we work with our clients to respond to payment and reimbursement change and move towards an accountable care world, together, we can lead the transformation of the industry for all. Read more on how we are collaborating with our clients to help them achieve success in this dynamic time for the healthcare.

Henry Ford Wyandotte Hospital **BRONSON** **Mercy Medical Center**

Through efforts to improve efficiency and processes, GE Healthcare Camden Group's teams have helped H&H successfully increase...

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By Darryl Greene, MS, Vice President, and Robert Green, MBA, FACHE, CHFP, Senior Vice President, GE Healthcare Camden Group

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Population Health Management

Thought Leadership Results About Population Health Management Services

Engaging Physicians for Success in Value-Based Payment

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As payment for healthcare services moves to contracts that reward value, systems must engage physicians in the enterprise or improving population health outcomes while controlling the cost of care.

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Infographic: Population

Population Health 2.0:

Operationalize Population

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Results

\$8.5M to \$10.7M Identified in Cost Savings Opportunities
Waterbury Health Network

A not-for-profit system identified between \$8.5 million and \$10.7 million in cost savings opportunities by developing a Business Plan of Operational Efficiency (BPOE) between its hospital and two affiliated physician groups, and was able to successfully achieve and sustain the savings.

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Using Simulation to Optimize Care Delivery
University of Texas Medical Branch

University of Texas Medical Branch is opening a new hospital with inpatient units twice the size of their current layout. Using simulation technology to test a range of future-state workflow scenarios gave UTMB the hard data they needed for decisions affecting the cost, quality, and efficiency of care to enable them to modify care delivery processes for the much larger space.

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Capacity For 620 More Surgical Procedures Annually
University of Texas Medical Branch

Expanding OR capacity by optimizing scheduling practices and governance freed up 45 hours a week, translating to capacity for 620 additional surgical procedures annually - without extending hours or opening new rooms.

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Periop Growth Through Capacity Optimization
Central Maine Medical Center

By reconfiguring block scheduling and creating strict governance policies, 100 hours per week of capacity were freed up and utilization rose to 61 percent. Volume has increased 10 percent yet the OR has not had to add staff and overtime is reduced 28 percent, improving surgeon and staff satisfaction.

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Time savings of 1 Hour Per Day Per Physician
DaVita Healthcare Partners

A comprehensive work flow assessment of a large independent primary care medical group in representative clinics throughout the country resulted in identified potential impact of an average of 1 hour per day per physician in time savings.

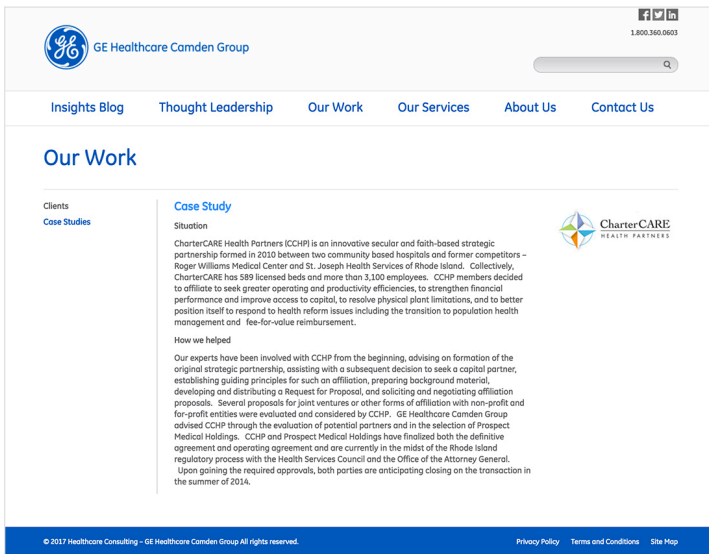
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OR capacity for 750 Additional Cases Per Year
St. Luke's Episcopal Hospital

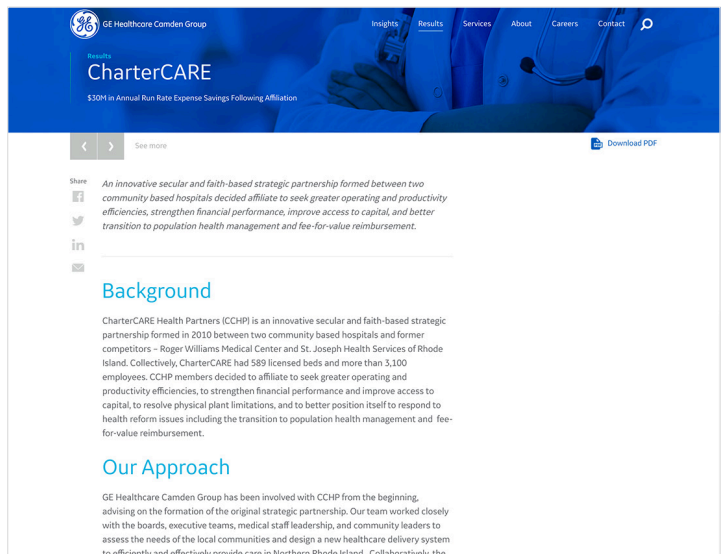
An initiative at this teaching hospital to improve capacity management, better manage patient length of stay, and enhance staff satisfaction freed up OR capacity for 750 additional cases per year, while shuttering two rooms, increased utilization of the OR Block Schedule by 21%, and reduced bed request to assignment time by 42%.

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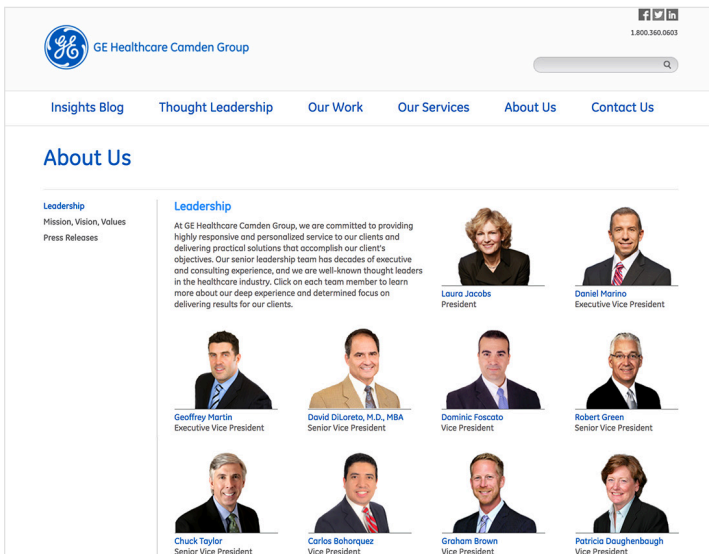
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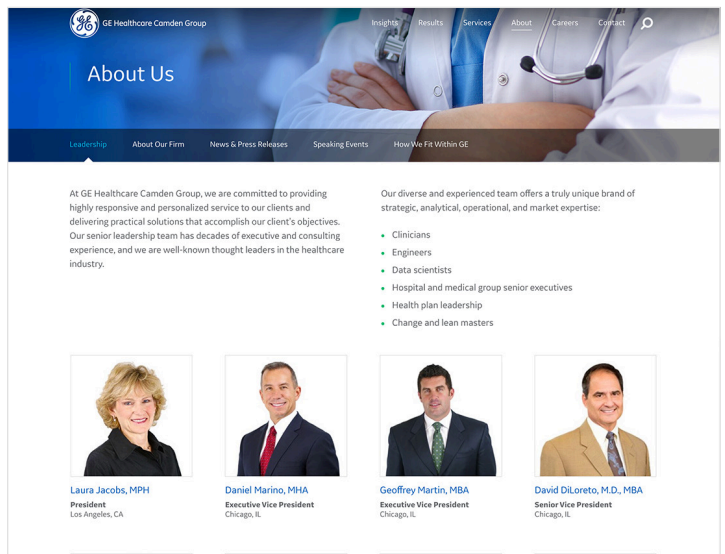
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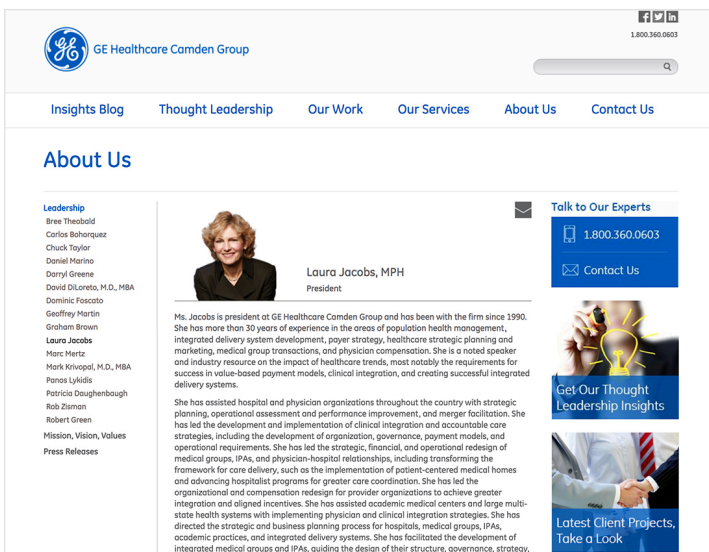
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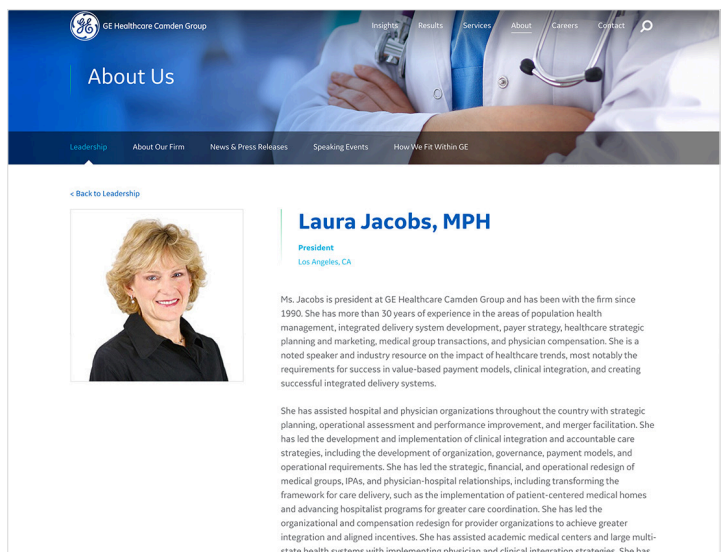
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Closing Thoughts

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.



Finding an agency who understands your digital needs is hard.

Let our amazing team help you craft your digital strategy today.

Contact us now at hello@spinxdigital.com