Case Study in Content Development, Graphic Design, and Video:

Division of Medical Toxicology at UMass Memorial Medical Center

EXECUTIVE SUMMARY

As trailblazing researchers and physicians, the Division of Medical Toxicology team at UMass Memorial Medical Center lacked a platform for showcasing its work and reaching its broad audience of colleagues, medical trainees, and patients and families. Medical Web Experts took on the challenge, proposing a custom website design, development, and content project that would reflect the personality of the Division and meet its objectives. The result was a 10-page site with a multimedia content strategy, including two custom logos, 7 videos with over 30 minutes of footage, content created in close collaboration with the team, and visually optimized calls to action and social media integration elements. Geared at three separate audiences and touching on a sensitive topic, the site accomplished the Division's broad range of goals, giving it a strong and unique web presence.

ABOUT THE CLIENT

The Division of Medical Toxicology is a team of leading physician scientists and educators at UMass Memorial Medical Center, a major academic hospital in Worcester Massachusetts. The largest medical toxicology group in New England, the Division provides clinical services to patients across the care continuum: in the emergency room, the hospital, and the outpatient clinic. In addition to their healthcare roles, all physicians in the group conduct front line toxicology research and serve as medical educators. The Division runs a two-year fellowship program and receives medical student, resident, and fellow rotators on an ongoing basis. Recently, the group also founded the Overdose Prevention Fund to raise money for research on preventing and eradicating overdose.

THE CHALLENGE

As top scientists in the field of toxicology, the Division wanted a platform for connecting with its three separate target audiences: colleagues, medical trainees, and patients and families. The team decided that they wanted a website that would accomplish a number of key goals:

- Build the Division brand
- Introduce the staff as the face of the Division
- Share updates on the Division's accomplishments
- Comment on hot topics and news in toxicology

- Promote the new Overdose Prevention Fund
- Recruit fellows and rotating medical trainees
- Include educational toxicology videos for medical trainees
- Provide contact instructions for patients and referring physicians

THE SOLUTION

With all three audiences in mind, Medical Web Experts took on the project from start to finish, creating a website that reflects the Division's personality and accomplishes all client goals:

10 page
website

Custom design, development, graphic design, copywriting, and editing for 10-page website

2 logos
Graphic design

Graphic design of 2 logos based on in-depth concept interviews
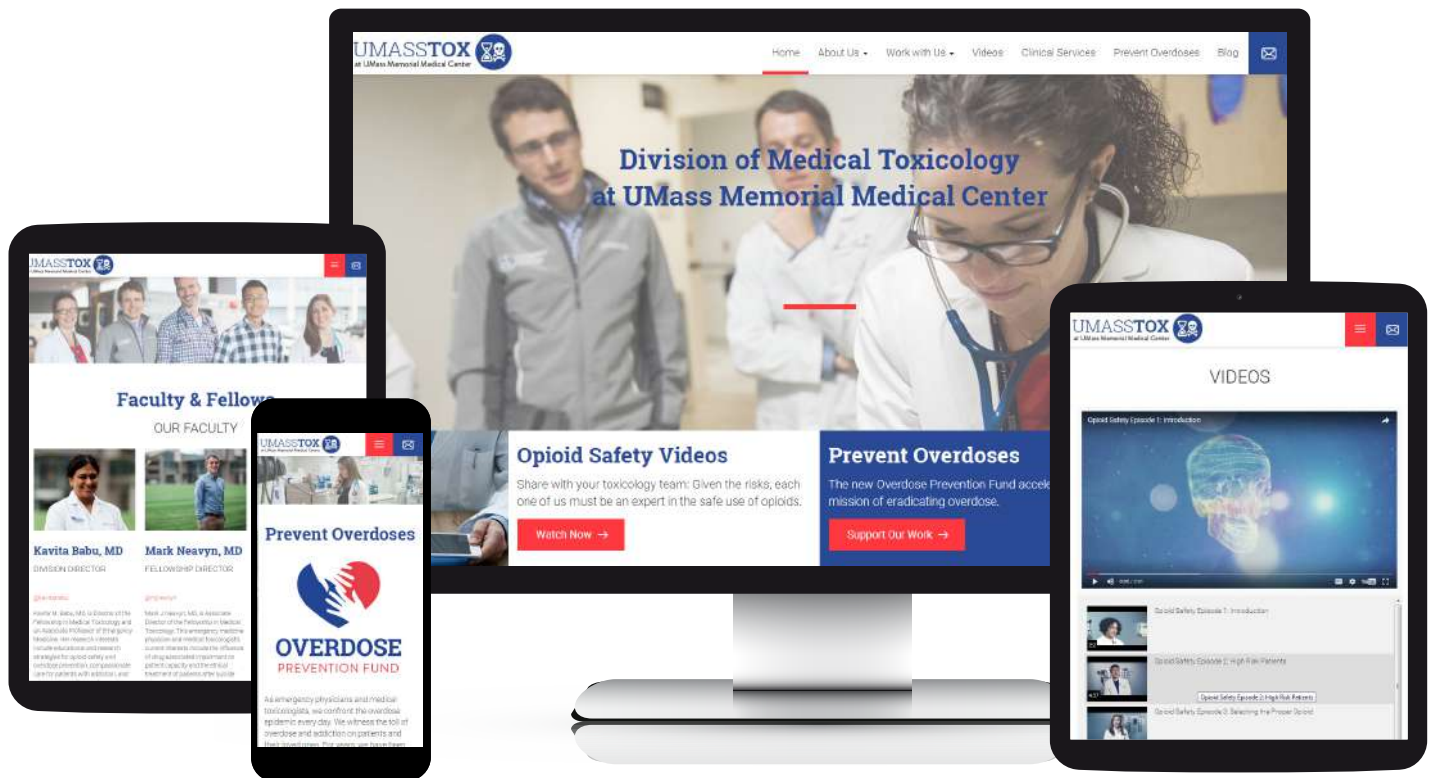
7 videos
30 minutes of video

Technical script-writing for 7 videos, with over 30 minutes of video footage

3 target
audiences

Content and format tailored for 3 target audiences

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- **Multimedia content strategy** incorporating website, video, and Twitter cross-promotion

- **Custom animation** and video editing

- **Consistent visual language** across the two logos and site design

- Navigation aimed at optimizing **user experience across audiences**

- Digital strategy that seamlessly **integrates key calls to action and social media** into website design

- Incorporation of **original photographs** provided by client across entire site

- Client's "interesting and rigorous, yet engaging and snarky" **voice reflected across all content**

- **Sensitivity** in speaking to patients and families dealing with drug addiction

- **Interviews and ongoing communication** with Division staff to develop and polish content

- Training and editing **support on client-generated blog posts**

Medical Web Experts is a team of trusted industry leaders that has been providing healthcare professionals with top notch web solutions since 2003.

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