

# Hospital Website Design Case Study:

## Platte Valley Medical Center

### EXECUTIVE SUMMARY

When **Platte Valley Medical Center** noted that they were experiencing decreased website conversions, our evaluation of the community hospital's website revealed issues with site navigation and functionality, especially on mobile devices. To solve the problem, **Medical Web Experts** designed, developed, and implemented a brand new 500-page mobile responsive website for this client. In addition to optimal UI/UX across devices, Platte Valley's new site focused on highlighting the functionalities patients consider most important and provided patient portal integration, while closely aligning with the hospital's branding and organizational goals. Additionally, SEO optimization drove a higher volume of traffic to the site. As a result, Platte Valley saw a 27% increase in organic traffic, 14% increase in mobile and tablet traffic, 8% reduction in bounce rate, and happy patients and hospital staff.

### THE CHALLENGE

**Platte Valley Medical Center's** website conversions were down, particularly on mobile devices. Navigational challenges, poor site functionality, cumbersome UI/UX, and overall lack of responsive design were all contributing factors.

#### THE HOSPITAL NEEDED A WEBSITE WITH:



Improved functionality and usability, including a mobile-responsive design



Easy navigation that would reduce the number of clicks to key sections of the site



SEO optimization



Social media integration










### ABOUT THE CLIENT

Platte Valley Medical Center, a member of the non-profit SCL Health System, is a 98-bed community hospital located outside Denver, Colorado. As a nationally-ranked top performing hospital, PVMC offers high-level services including a Primary Stroke Center, an Accredited Chest Pain Center and advanced cardiovascular program, a Level II Special Care Nursery, and innovative surgical, orthopedic and women's services — programs typically found in larger, metropolitan hospitals. Along with its main facility, which is made up of 4 3-story buildings, PVMC has two outpatient medical plazas.



## THE SOLUTION

A comprehensive website with 150 static pages and over 450 dynamic pages and a mobile friendly-version. The features of the new site include:

-  Tailored, industry insights-driven home page with the functionalities patients consider most important when they visit a hospital website in mind.
-  Unique design focused on the hospital's branding and organizational goals.
-  Find a Doctor tool with physician profiles that display doctors' bios, locations, and contact information.
-  SEO optimization
-  Featured online services like events and classes registration and bill pay.
-  Mobile-responsive design that works across all devices and browsers, with reduced page depth for critical functionalities and an overall optimized user experience.
-  Integration with the hospital's Content Management System and Patient Portal.



Services Design, development, testing, deployment



Timeline  
**6 months**



Cost  
**\$35,013**

## THE RESULT



### PLATTE VALLEY MEDICAL CENTER TOLD US:

“

"The design is beautiful. It is much simpler and was obviously designed with the patients and our users in mind"

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"The patient online services section is great because it lets our patients find information and communicate with us throughout their time as patients"

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"We feel like we have the most beautiful physician search in the industry"

Medical Web Experts is a team of trusted industry leaders that has been providing health-care professionals with top notch web solutions since 2003. To learn more about what we can do for you, get in touch to start a conversation.



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