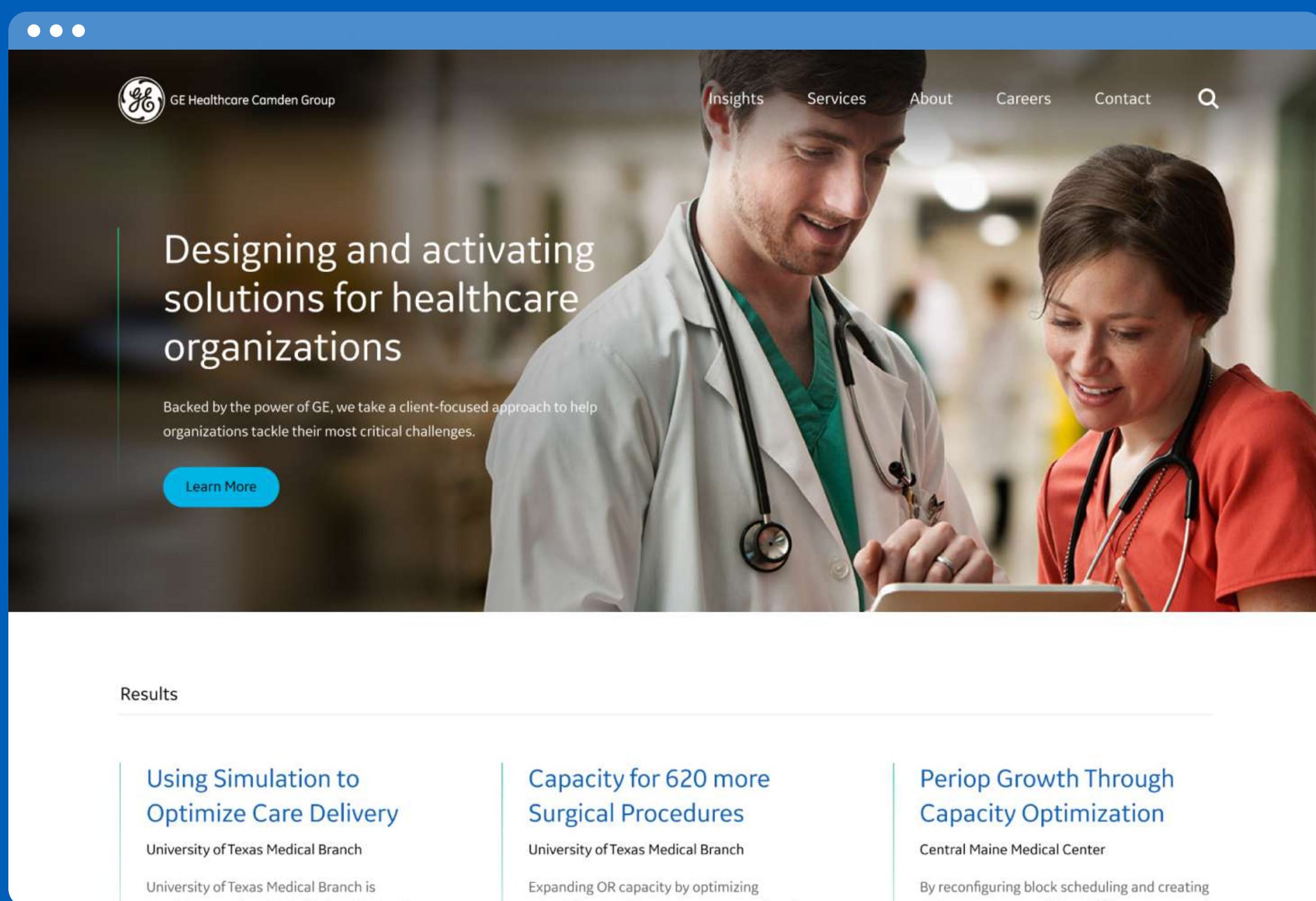


# Designing a Fresh UX Strategy for Renowned Healthcare Consultants



## OVERVIEW

In 2015, GE Healthcare Partners and The Camden Group merged to become GE Healthcare Partners, 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.

## AWARDS

### Horizon Interactive Awards

Gold in Websites - Corporate & B2B

### Indigo Design Award

Bronze in Website Design

### Communicator Awards

The 24th Annual Communicator Award of Excellence for Websites

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

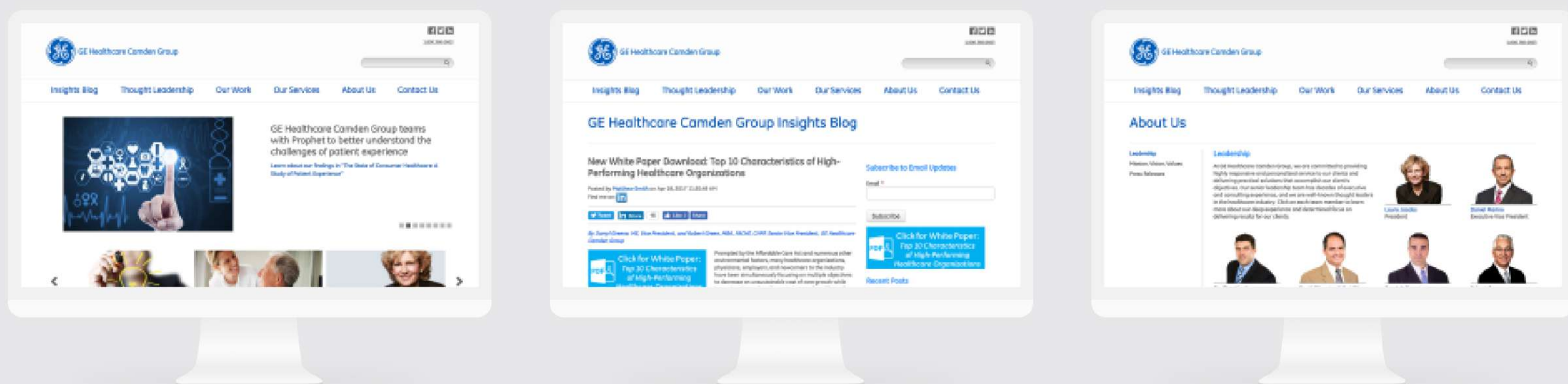
## DISCOVERY

**GE Healthcare Partners came to us with a very outdated site that had major usability issues and lacked cohesion with the GE brand.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 GE Healthcare Partners 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.





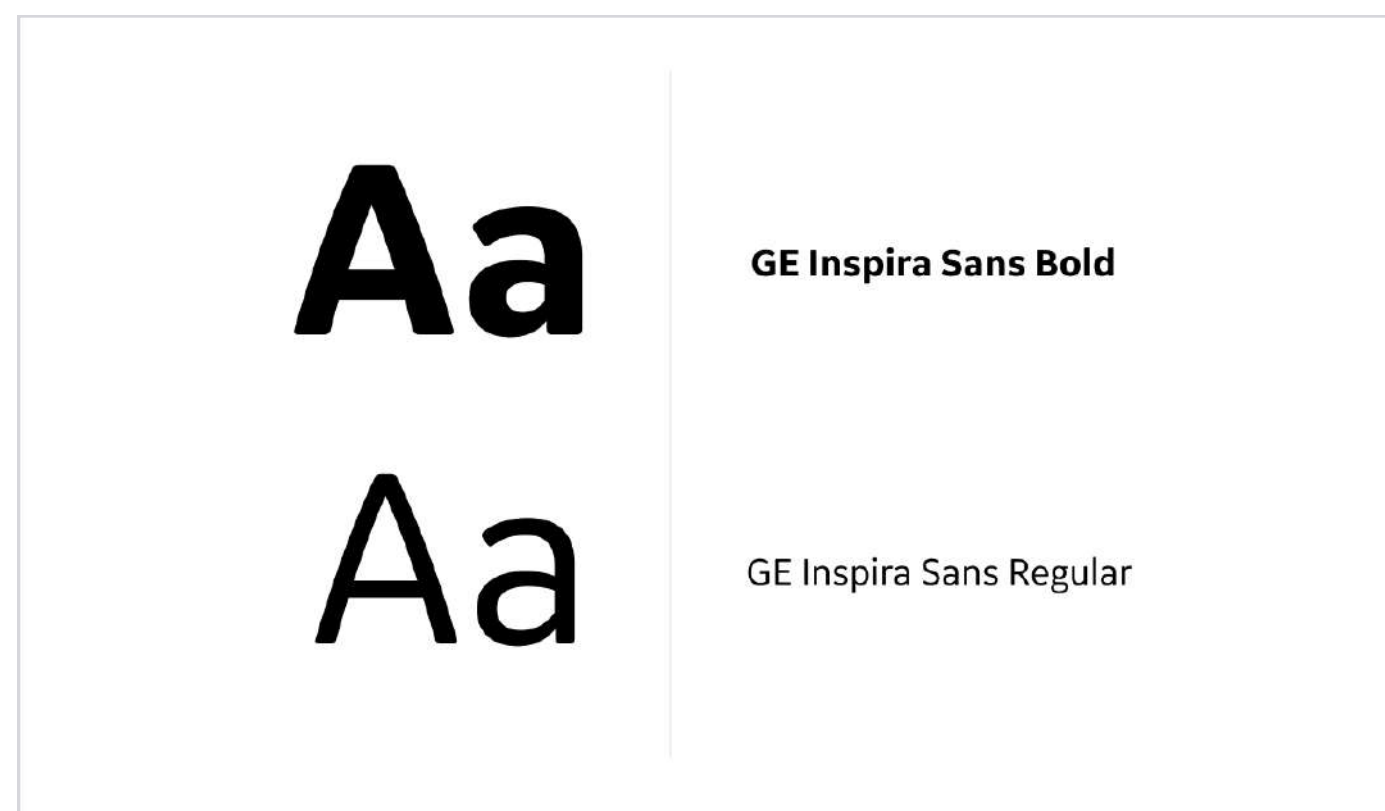
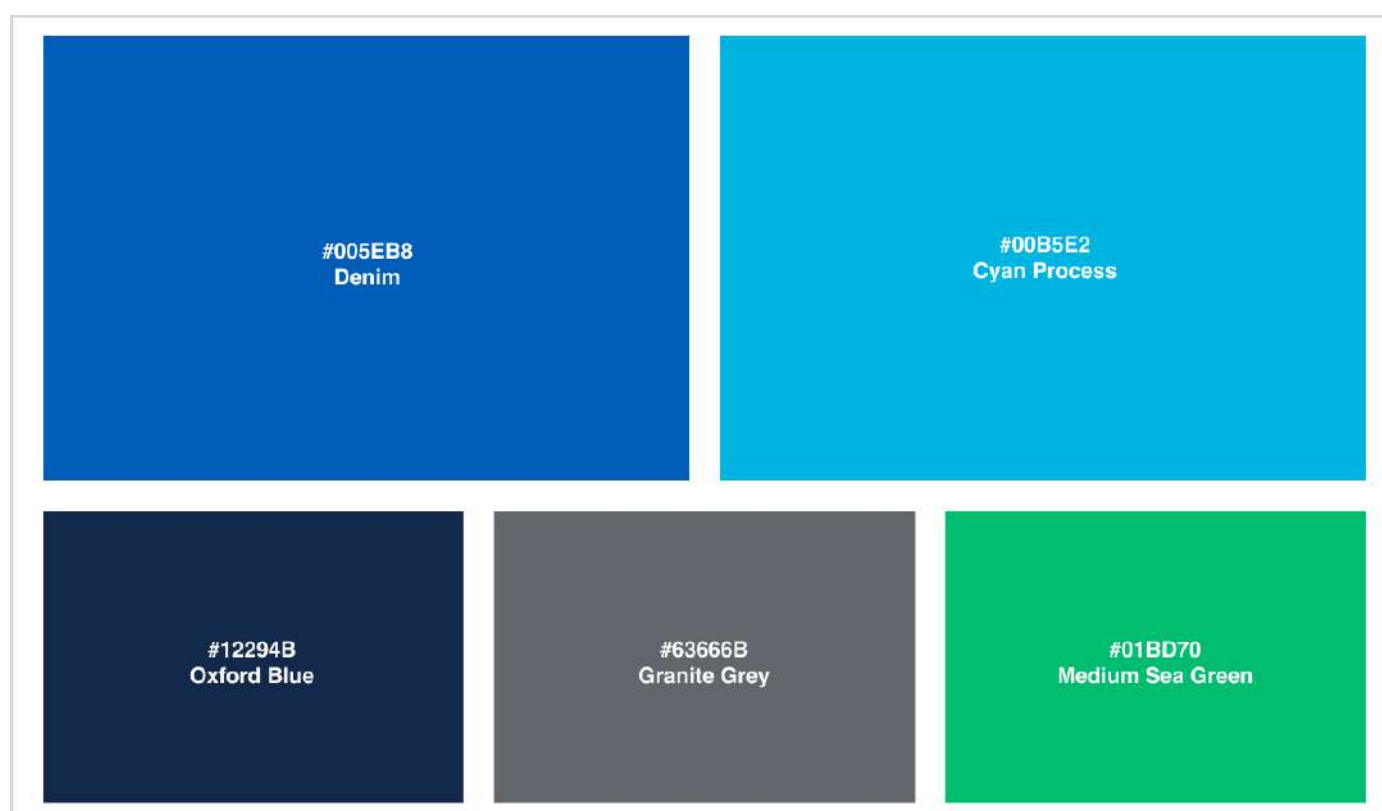
## Before

### 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.

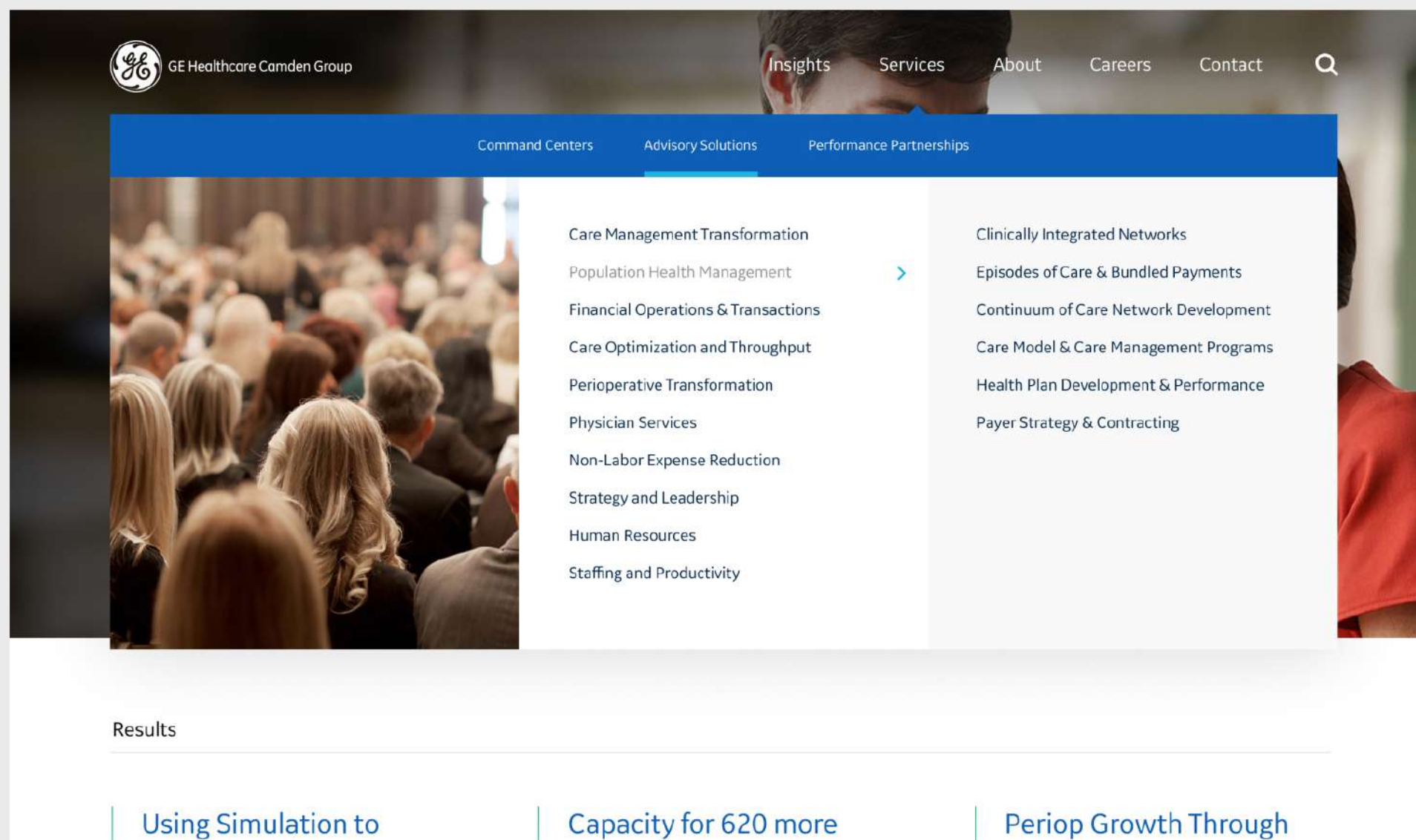
Another area of the site that we realized would be pertinent to cross-pollinate was the Insights section, where all thought leadership articles lived. Within each article we seized the opportunity to call out related services, key team members, CTA's to contact, and other related insights. We followed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



RESULTS

**Designing and activating solutions for healthcare organizations**

Backed by the power of GE, we take a client-focused approach to help organizations tackle their most critical challenges.

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**Results**

**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...

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**Capacity for 620 more Surgical Procedures**  
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.

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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...

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**Insights**

**Population Health 2.0: Activate Your Strategy Through a PHSO**

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**Trending Topics**

- Acute Care Efficiency
- Business Plan of Operational Efficiency
- Capacity Command Center
- Dental EHR
- Expense Management

[See All Of Our Insights](#)

**Insights**

**Population Health Alliances: The Value of True Care Redesign**

Healthcare systems are choosing to partner with other providers to pursue population health initiatives on a more regional and sometimes statewide basis.

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**Search by topic**

Filter by topics

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Our colleagues at Delta Health created the infographic to help providers and medical practice professionals understand the complex MACRA mandate and resulting payment...

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Having a high performing medical group aligned with your system is more important than ever. Physicians are vital not only to the success of the medical group, but across the continuum of care.

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Healthcare organizations are struggling to understand the impact of their investments in population health initiatives. To help measure performance risk and evaluate return on...

[Read More](#)

**Is Your Care Management Program Delivering Exceptional Results?**

August 28, 2016

**Most Popular**

- HIMSS | Article**  
The Patient Experience Report Card: Group Your Results to Prioritize the Best Level
- Healthcare**  
Are Your Primary Care Practices at Risk?
- HFMA | Article**  
Easing Burdened Payments
- Population Health | Article**  
Top 10 Best Practices to Ensure Successful Analytics Implementation

**Albert Einstein**

"If I had an hour to solve a problem I'd spend 55 minutes thinking about the problem and 5 minutes thinking about solutions."

Healthcare organizations operate under an ever-changing and complicated set of rules, regulations, laws, and standards. Paul Starr (Harvard University, 1962) is credited with labeling the hospital as "the most complex organizational structure created by man."

It can be a daunting task for healthcare leaders to set priorities and to plan for the future sustainability of their organization. Which of the myriad of regulations will the Congress or the Centers for Medicare and Medicaid Services change in the coming years?

What are the two presidential candidates expected to do if elected? Will the Affordable Care Act (ACA) be radically changed, or will it remain largely intact? How can we best position ourselves to negotiate favorable contracts with our payers? What is our population health strategy?

**1. Does your care management strategy extend beyond the four walls of the hospital?**

**About Us**

Leadership | About | News & Press | Speaking Events | How We Fit Within GE

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**Upcoming Events**

**HFMA Seminar**

Building Collaborative Between Clinical And Financial Leaders

Fort Lauderdale, FL  
November 20th, 2016

**HFMA Seminar**

Improving The Management And Financial Performance Of Medical Groups And Employed Physicians

Chicago, Illinois  
November 20th, 2016 - November 21st, 2016

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**Previous Events**

**MGMA 2016 Annual Conference**

Developing Powerful Physician Leadership and Engagement

San Francisco, California  
October 20th, 2016 - November 1st, 2016

**The World Congress 3rd Patient Engagement and Experience Summit**

Healthcare Hot Topics - Reimbursement, Population, and Referrals

Atlanta, GA  
September 28th, 2016 - September 29th, 2016

**VA-DC HFMA Fall Conference**

The New Paradigm of Patient Access: Maximizing Access Through Clinically Integrated Care

Chicago, Illinois  
November 16th, 2016 - November 17th, 2016

**CAPG Colloquium 2016**

Coordinated Care 100: A Primer

Washington, D.C.  
September 20th, 2016 - September 20th, 2016

**Health Data Management's Value-Based Care Conference**

Working Together: Providers, Payers, HealthTech, Pharmacy and How Get on the Same Team

Orlando, FL  
September 21st, 2016 - September 22nd, 2016

**Maryland HFMA Fall Education Seminar**

Healthcare Hot Topics - Reimbursement, Population, and Referrals

Frederick, MD  
August 17th, 2016

**MGMA 2016 Financial Management and Payer Contracting Conference**

Case Model Revolution: A Radical Change is

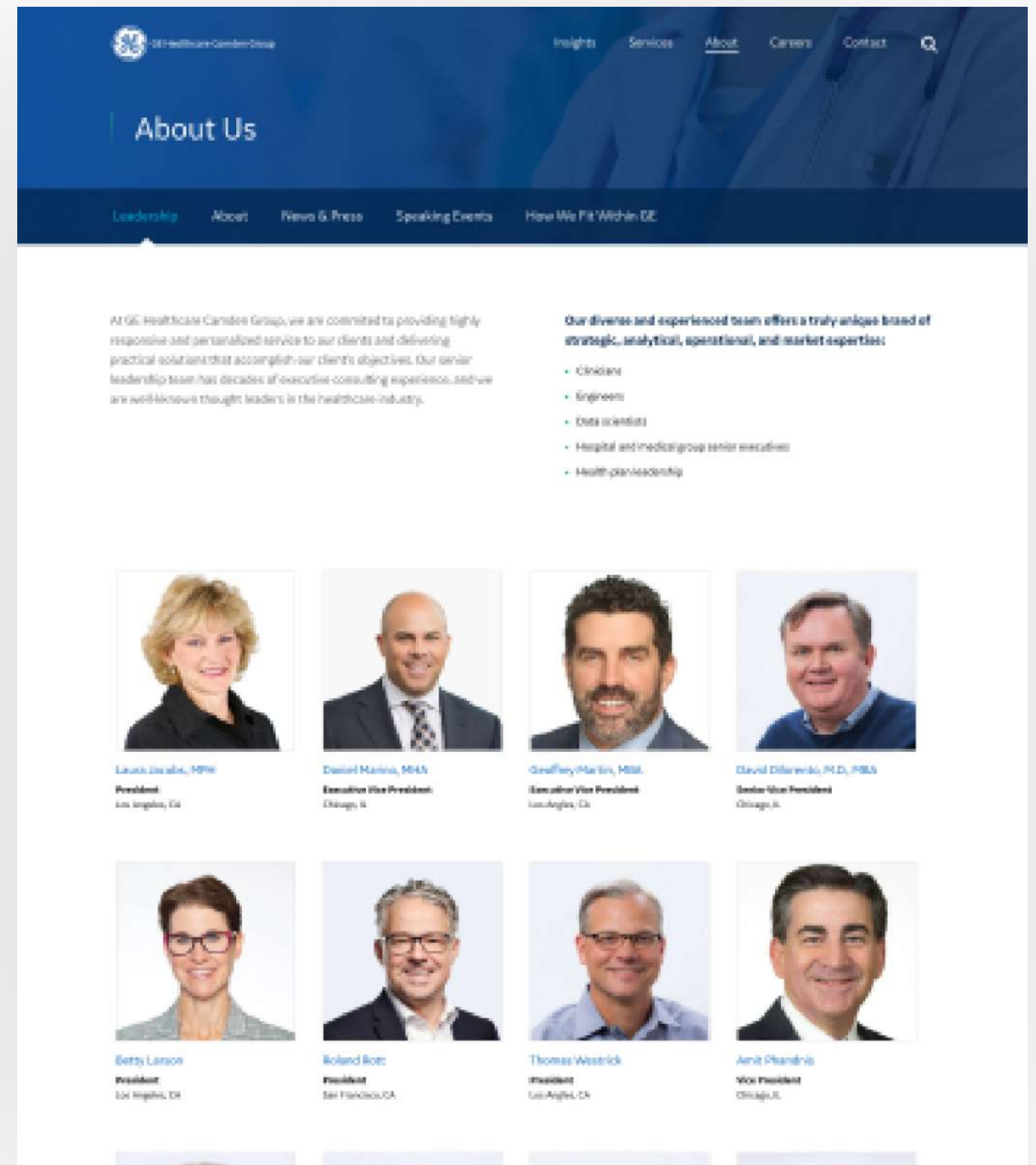
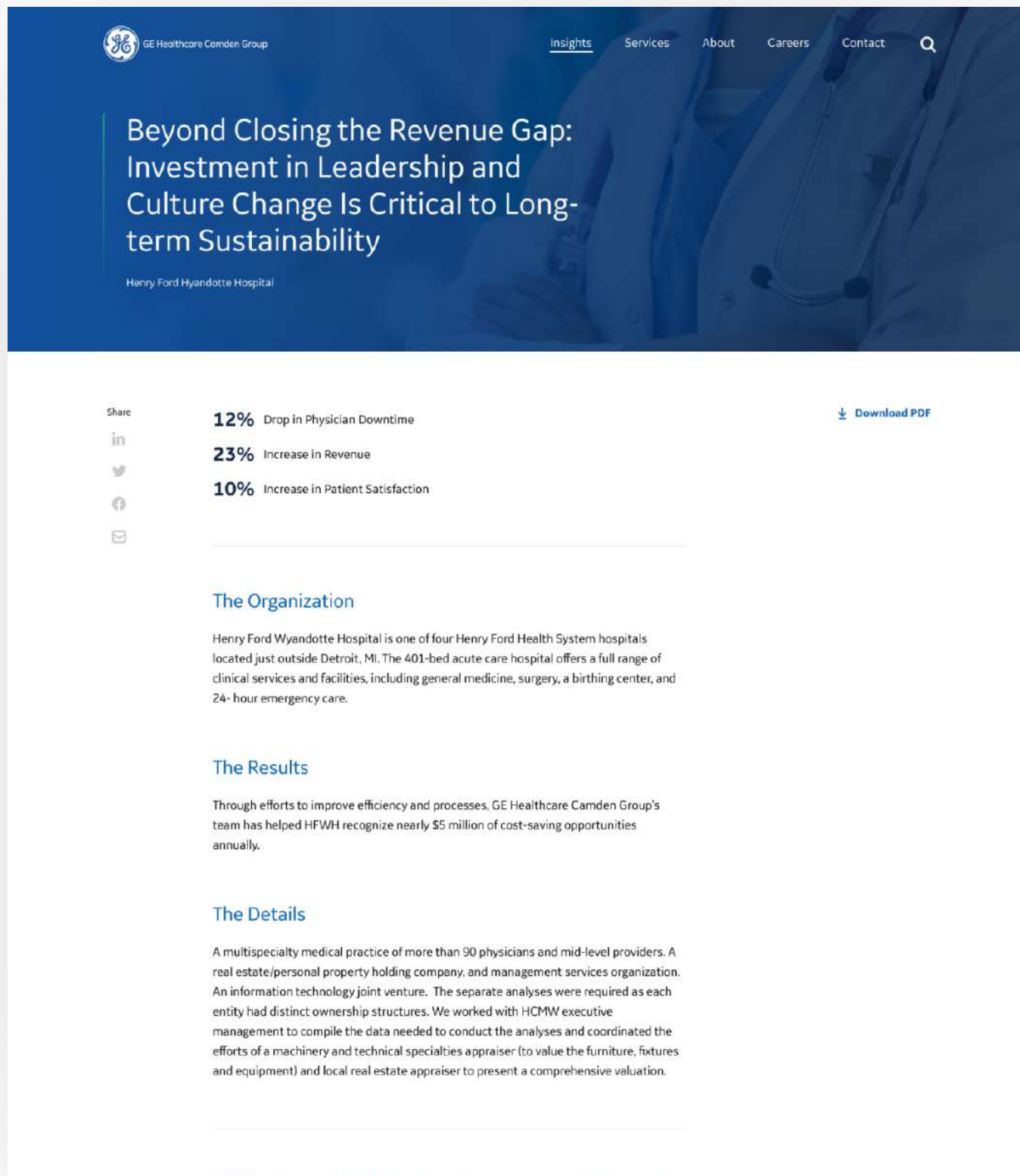
**VA-DC HFMA Fall Conference**

The New Paradigm of Patient Access: Maximizing Access Through Clinically Integrated Care

**The World Congress 3rd Patient Engagement and Experience Summit**

Healthcare Hot Topics - Reimbursement,





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

#### CLOSING THOUGHTS

Aligning the website experience with the expertise and success of GE Healthcare Partners 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, GE Healthcare Partners 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.

[Start a Project](#)

CHAT WITH US

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[hello@spinxdigital.com](mailto:hello@spinxdigital.com)

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