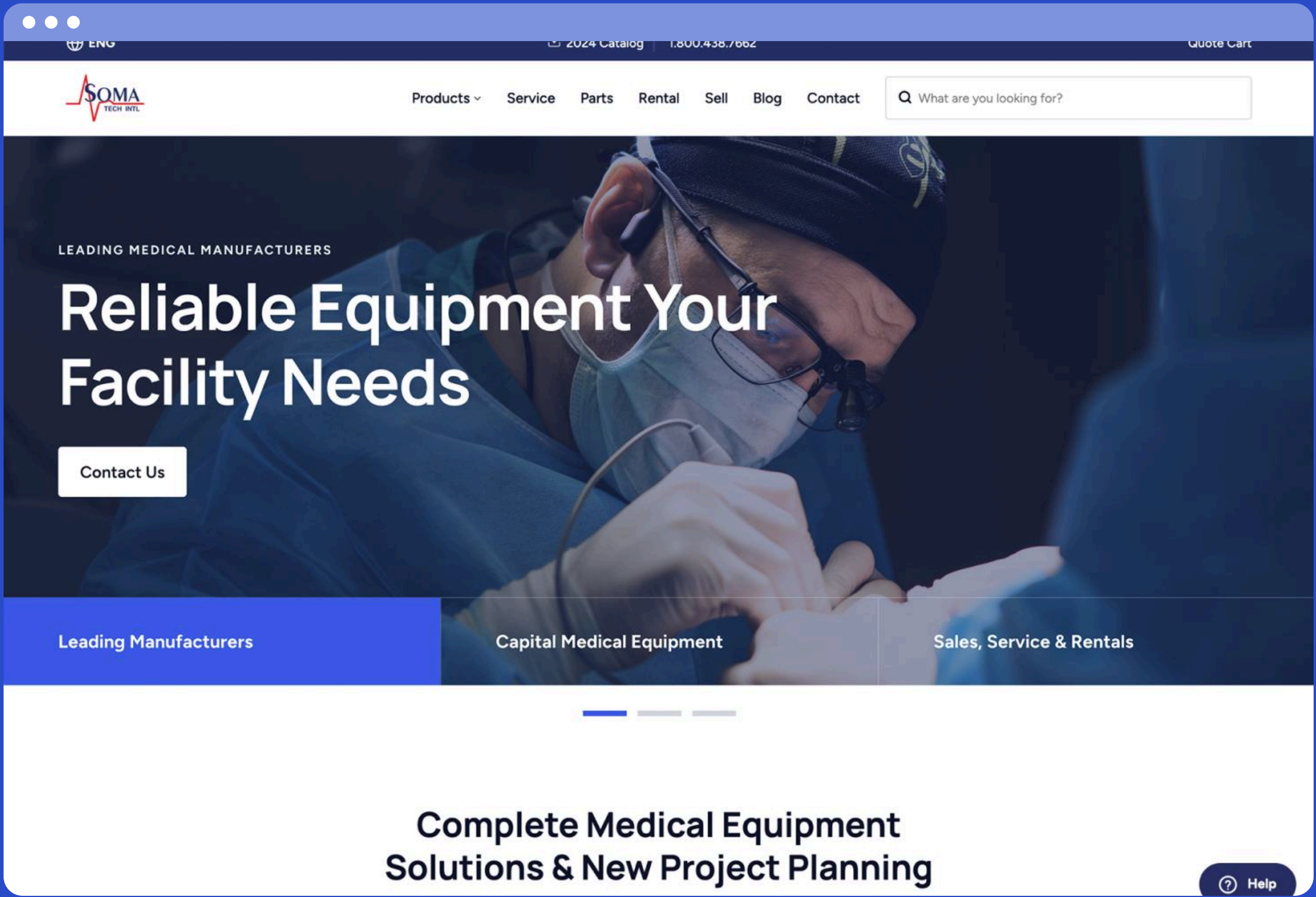


Refurbishing a Medical Device Marketplace: One Reseller's Online Ecommerce Revamp



OVERVIEW

Soma Tech is a medical equipment reseller with both new and refurbished medical devices available for healthcare providers to browse on an ecommerce-like website. They boast an extensive inventory of products from top manufacturers so their customers can easily discover the perfect medical devices for their healthcare facility.

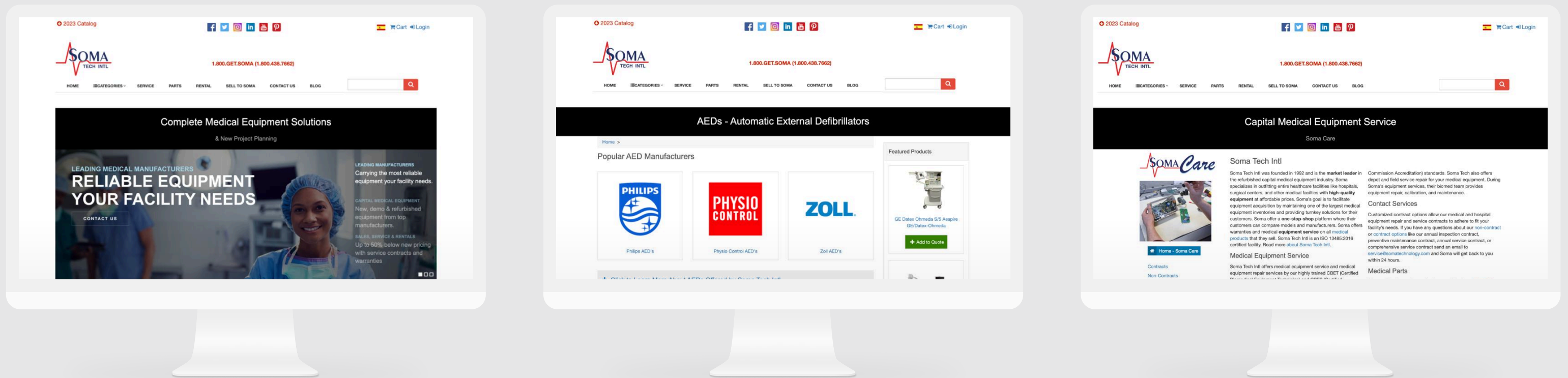
While Soma Tech's previous website was functional, its lack of brand personality and plain design made for a user experience that felt more like a whisper than a shout in the crowded medical device landscape.

DISCOVERY

StemWave's outdated website was hindering their ability to effectively communicate the benefits of their shockwave therapy devices and attract medical practitioners.

We got things rolling by chatting with the StemWave team to get a sense of what they were looking for – their redesign objectives, overarching vision, and the audience they were looking to connect with through their website. After that, we took a close look at their website and checked out the medical device competition to see where we could improve the overall messaging, design, and user experience.

These discovery activities helped our team identify opportunities to leverage the incredible social proof testimonials and educational materials StemWave had compiled over the years in order to drive website visitors to the point of conversion – to sign up for a free demo.

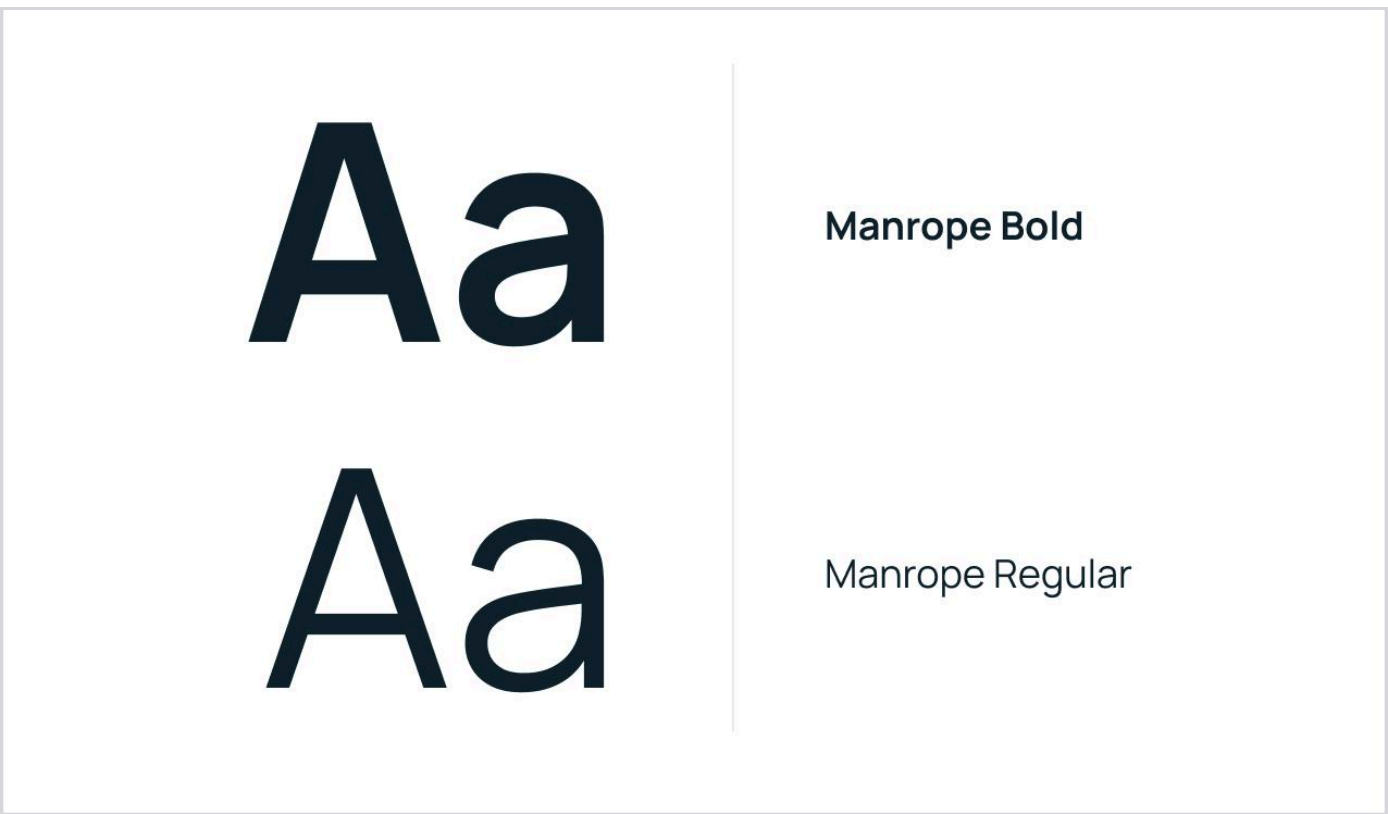
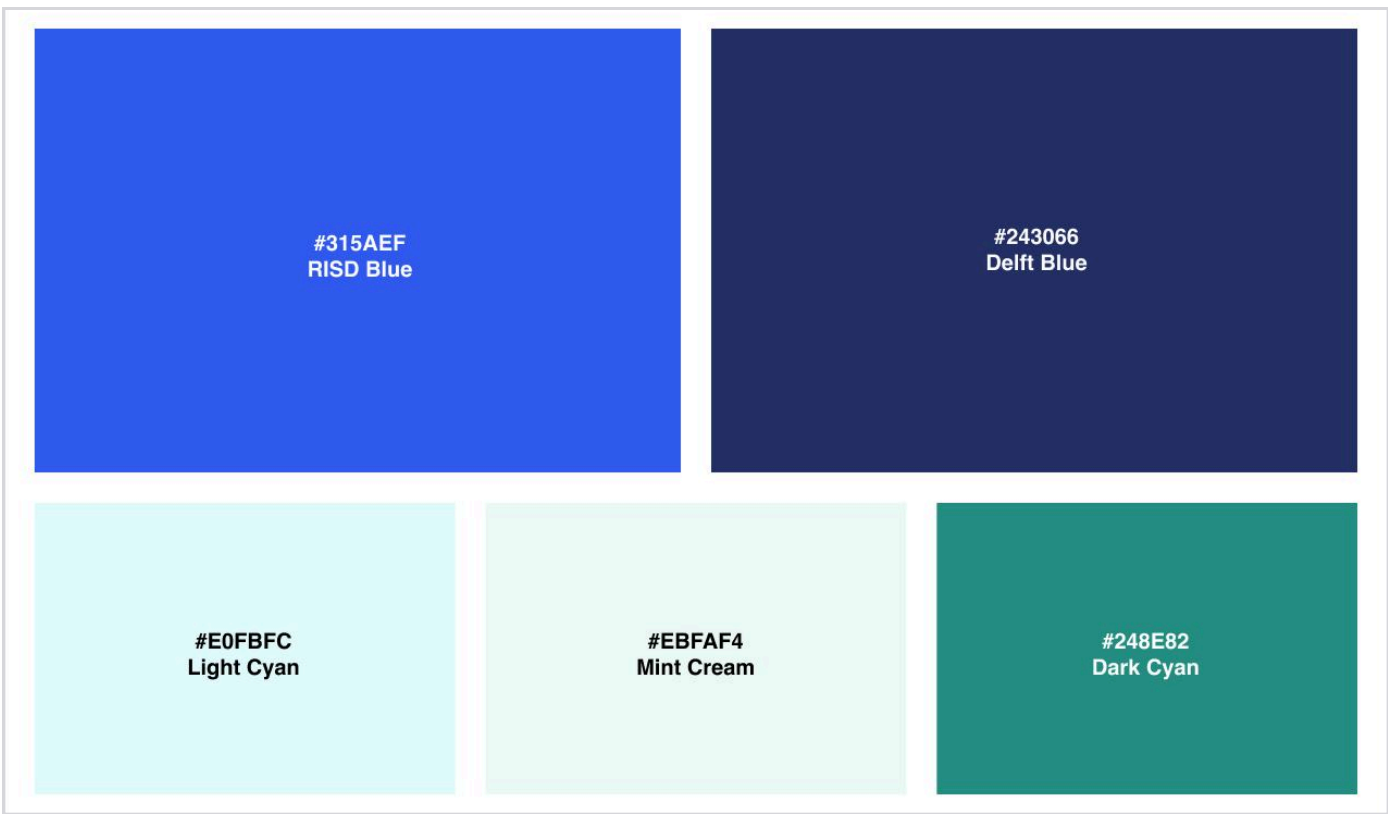


Before

UX STRATEGY

These discovery efforts provided a solid foundation for our UX strategy.

We started with a user journey mapping exercise to understand a visitor’s interactions and pain points and to help us identify key touchpoints where improvements could be made. Next, we thoughtfully planned the website hierarchy, laying out an intuitive navigation that would provide a natural flow between pages. Lastly, we developed a cohesive website brand guide to amp up the visual appeal, increase consistency, and align digital elements on the ecommerce website with Soma Tech’s brand identity.



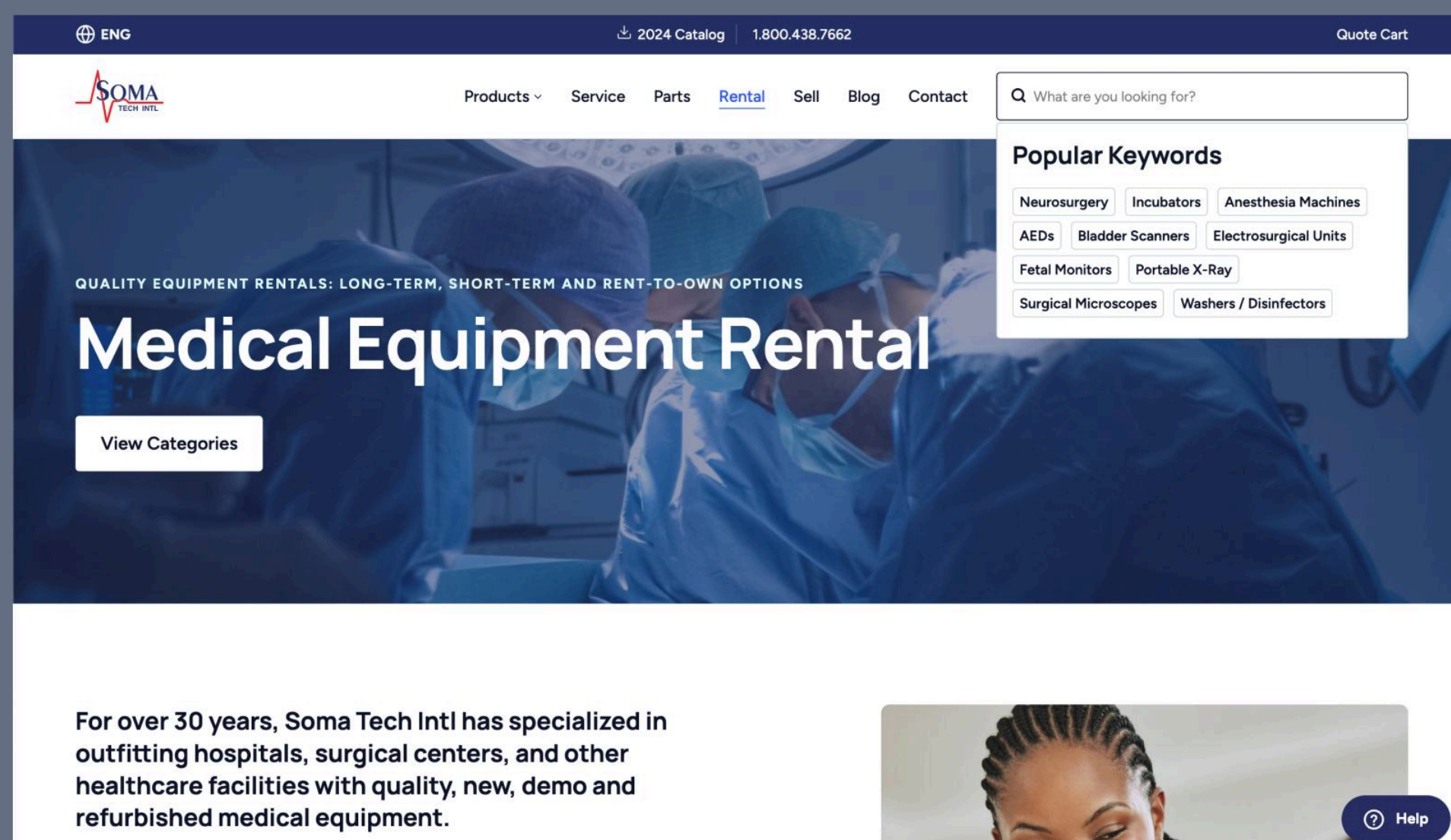
BUILD

With a solid framework that prioritized usability and brand cohesion, we jumped into the design phase.

Drawing inspiration from within the healthcare industry, we utilized a color palette that exuded professionalism and trustworthiness, enhancing the site's visual appeal. Our imagery selection centered on authentic depictions of people in healthcare settings, steering clear of overly generic stock photos. We strategically utilized “white space” to enhance readability and emphasize call to actions for the next steps they wanted visitors to take.

On the development front, we integrated Soma Tech's ecommerce-like functionality into WooCommerce, providing a user-friendly platform for customers to browse and request a quote for the high-quality medical equipment with ease. To cater to a wider audience, we developed the site to be bilingual so visitors could easily access content in their preferred language.

We programmed everything to be responsive across all devices, leading to a smooth website experience. Additionally, we implemented SEO-friendly programming to optimize the site's visibility through search engines, helping Soma Tech reach its target audience effectively.

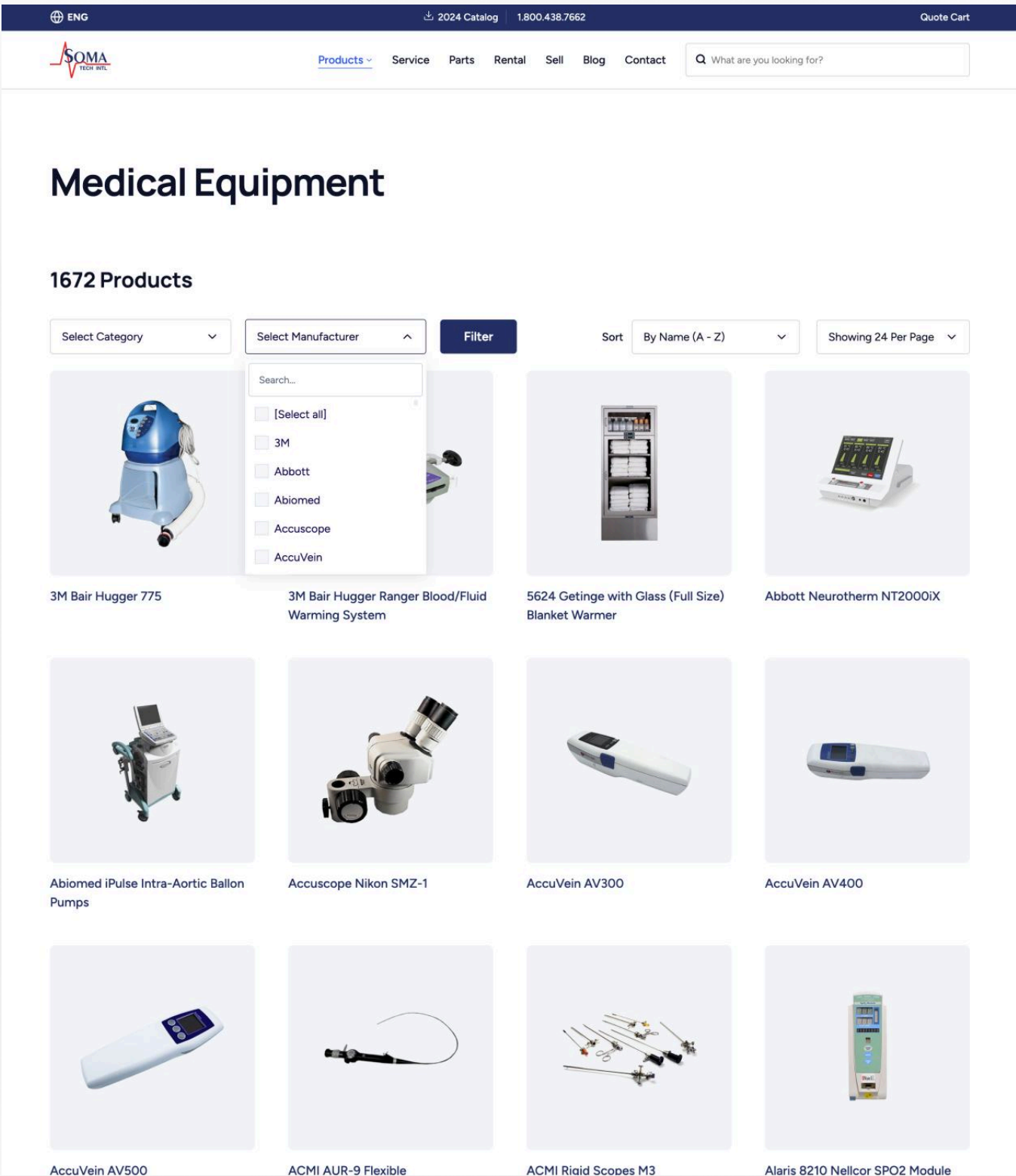
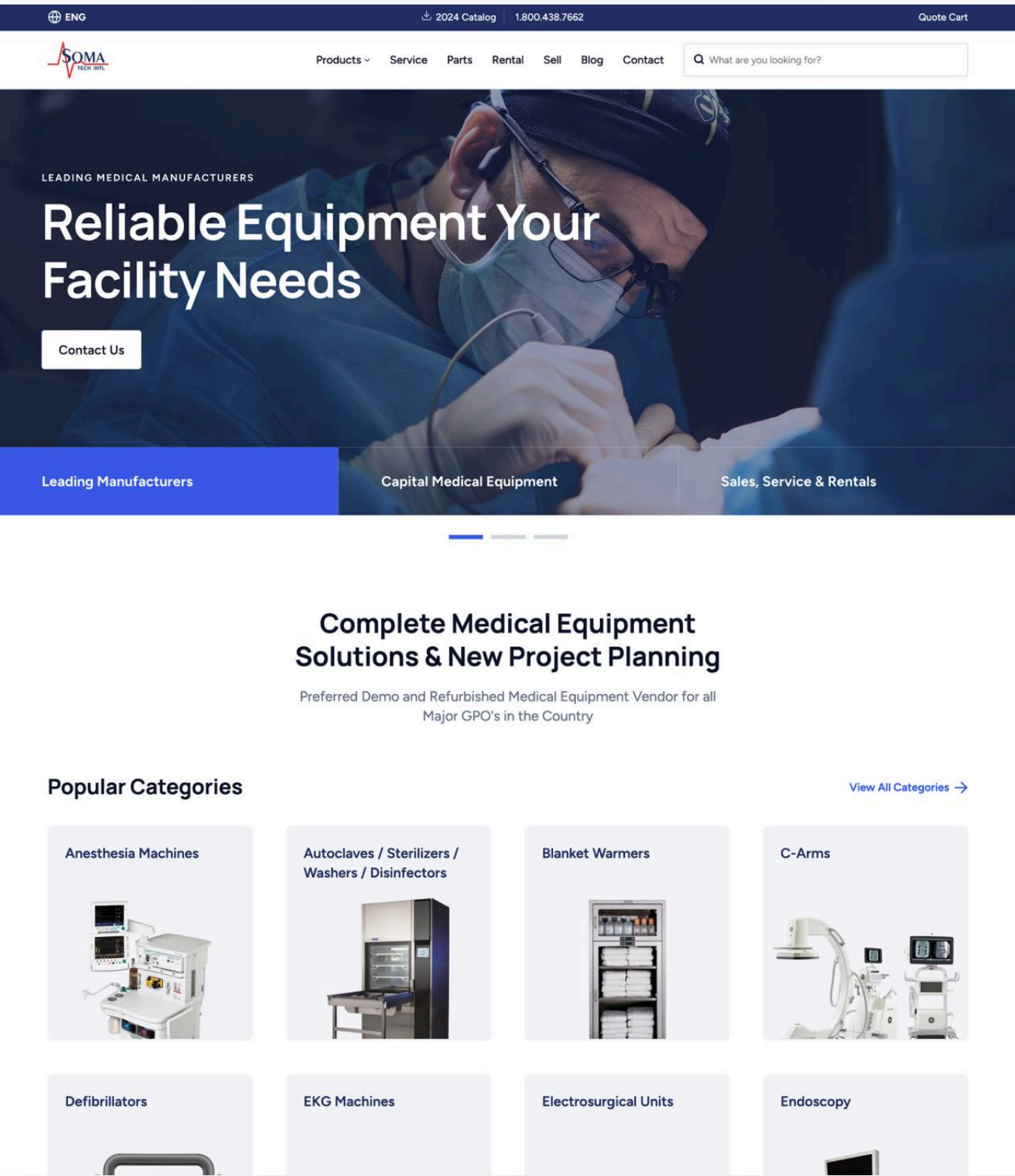


TEST & LAUNCH

Before launching Soma Tech’s redesigned website, we meticulously tested it across various browsers and devices to ensure a smooth experience for all visitors.


From desktops to phones (and everything in between), our team thoroughly checked each element’s functionality and responsiveness. Once everything was verified and ready, and with great excitement, we proudly launched Soma Tech’s redesigned website.

RESULTS



RESULTS


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What are you looking for?

C-Arms / Philips BV Pulsera C-Arm



PHILIPS

Philips BV Pulsera C-Arm

1Add to quote

Quotes in less than 24 hours

Download Specifications

DESCRIPTION

SPECS

VIDEOS

REFURBISHMENT PROCESS

Specialty Packages Available

- Extended processing.
- Vascular functions.
- Extended vascular functions.
- Cardiac Pulsed functions.


Generator

- 80 kHz High frequency.
- 7.5 kW full-wave.
- Up to 120 kVp.
- Up to 60 mA for radiographic film exposures.
- Continuous fluoro boost mode up to 20 mA.
- Pulsed fluoro mode.
- Pulsed fluorography mode up to 60 mA.
- Full power from outlet:
 - 50 Hz or 60 Hz.
 - 100V-20A to 240V-10A.

X-Ray Tube

- Rotating anode X-ray tube.
- Focal spots: 0.3 mm and 0.6 mm.

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What are you looking for?

SOMA CARE

Capital Medical Equipment Service


View Contract Options

OVERVIEW

CONTRACT OPTIONS

Soma Tech Intl was founded in 1992 and is the market leader in the refurbished capital medical equipment industry.

Soma specializes in outfitting entire healthcare facilities like hospitals, surgical centers, and other medical facilities with high-quality equipment at affordable prices. Soma's goal is to facilitate equipment acquisition by maintaining one of the largest medical equipment inventories and providing turnkey solutions for their customers. Soma offer a one-stop-shop platform where their customers can compare models and manufacturers. Soma offers warranties and medical equipment service on all medical products that they sell. Soma Tech Intl is an ISO 13485:2016 certified facility. Read more about Soma Tech Intl.



Medical Equipment Service

Soma Tech Intl offers medical equipment service and medical equipment repair services by our highly trained CBET (Certified Biomedical Equipment Technician) and CRES (Certified Radiology Equipment Specialists) biomedical


Contact Services

Customized contract options allow our medical and hospital equipment repair and service contracts to adhere to fit your facility's needs.

Medical Parts

Soma prides themselves on having one of the largest medical parts inventories in the industry. Soma also has a nationwide parts network and offers priority shipping.

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What are you looking for?


Go Back

Request a Quote




5624 Getinge with Glass (Full Size) Blanket Warmer

1Delete



Abbott Neurotherm NT2000IX

1Delete



Accuscope Nikon SMZ-1

1Delete

Clear cart

Additional Information

Please enter your contact information and one of our sales representatives will contact you as soon as possible.

First Name


Last Name

Company (Optional)

Street Address 1

Street Address 2 (Optional)

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ProductsServicePartsRentalSellBlogContact

What are you looking for?

Sell Your Equipment

Submit Sales Request

1

Submit a Request

Submit your request to sell your equipment.

2

Representative Contact

A representative will contact you within 24 business hours.

3

Confirm Your Agreement

Confirm the agreement you and our representative discussed.

Selling Used Medical Equipment Just Got Easier

Surplus medical equipment is a big commodity for Soma Tech Intl. What emerges is a dynamic program of reclaiming and refurbishing medical equipment, which has been at the core of the company's activities for twenty years. This mode of operation sets the highest standards for sustainable business models and provides a path for healthy medical business practices.

Soma Tech makes it easy for hospitals and surgery centers to decide what to do with their surplus medical equipment. Responsible disposal of unmarketable equipment is the second largest way Soma's business impacts the environment.

Managing the removal and logistics of medical equipment is a vital service provided by Soma. As the result, hospitals can focus on patient care, and Soma can continue to grow, while tons of equipment stays out of landfills.

100%

HIPAA Compliant

24 Hour

Lead Response Time

30+ Years

in Business


6 spinxdigital.com

SPINX

ENG

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Quote Cart



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What are you looking for?


Contact

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166 Highland Park Dr, Bloomfield, CT 06002

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E soma@somatechnology.com
T 800.438.7662
F 860.218.2565


DOMESTIC SALESINTERNATIONAL SALESDEPARTMENTS

Below are our Representatives who will assist you with quotes for your medical equipment needs. Please find your representative based upon where you are located. Email or call them today!




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860.578.1017
[Email Ash Dhammam](mailto:Ash.Dhammam@somatechnology.com)

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All Health Trust Accounts
& Tennessee




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Georgia
Mississippi
North Carolina
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[Email Aniket Narkhede](mailto:Aniket.Narkhede@somatechnology.com)

Covers
Distribution Accounts

Finding an agency who understands your digital needs is hard.

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

[Start a Project](#)

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