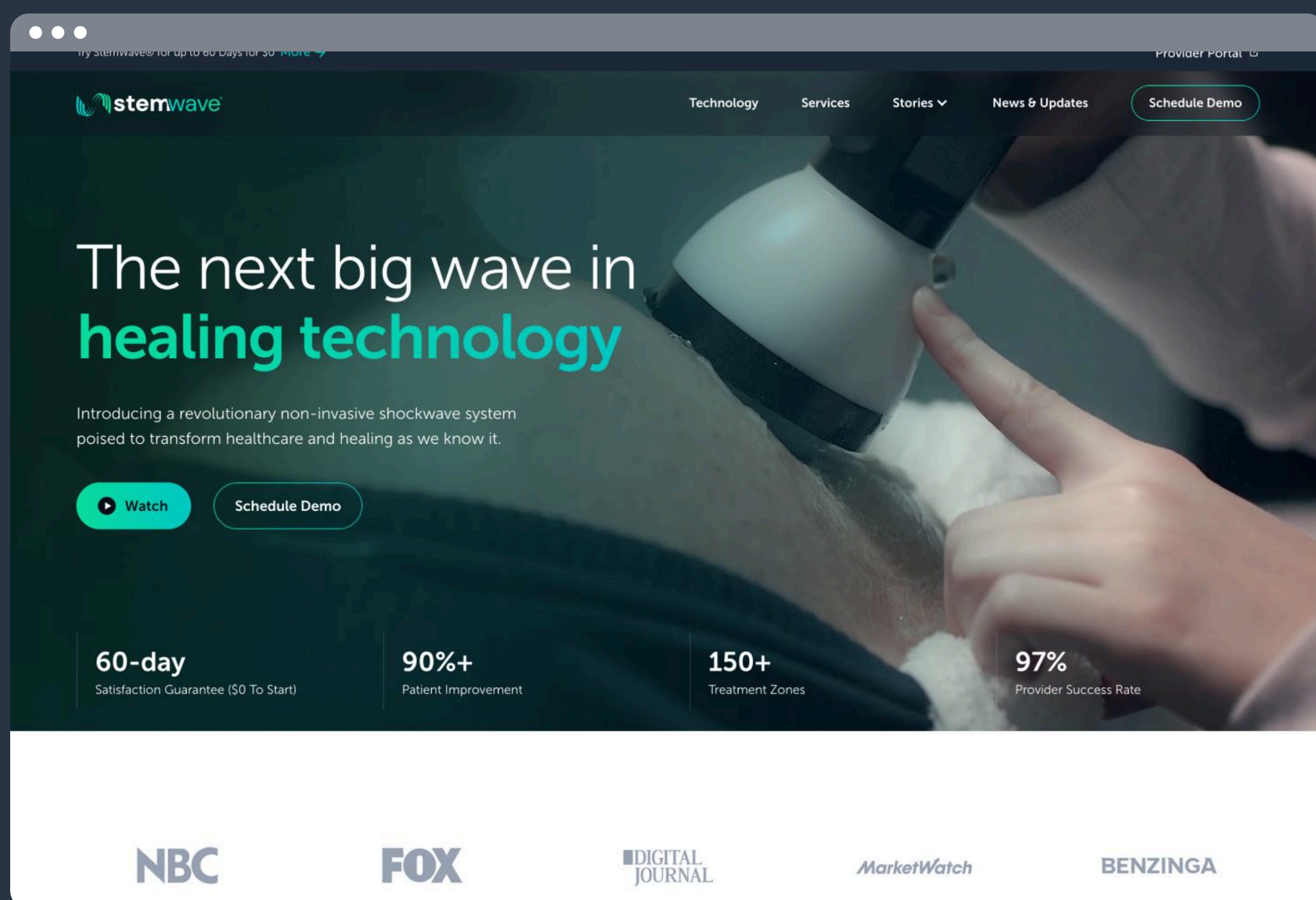


StemWave Website Redesign

Medical Device Website Redesign Rejuvenates & Transforms Online Brand Image



OVERVIEW

StemWave is a leading provider of shockwave therapy devices. Patients rave about their medical devices because they work wonders for chronic pain without any invasive procedures.

AWARDS

NYX Awards
Gold Award Winner

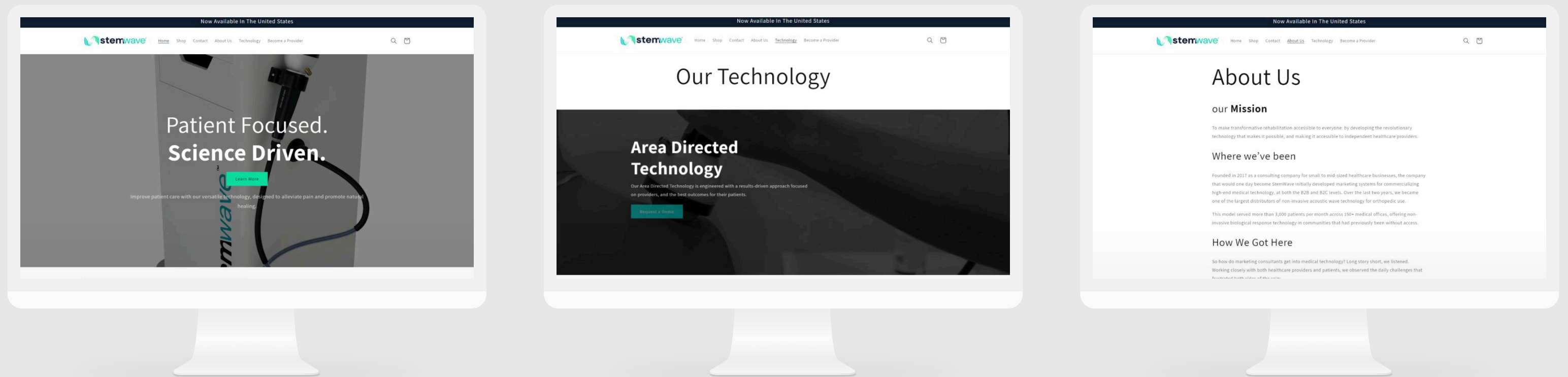
StemWave's outdated medical device website was holding back their message and repelling medical practitioners.

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StemWave's outdated website was hindering their ability to effectively communicate the benefits of their shockwave therapy devices and attract medical practitioners.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



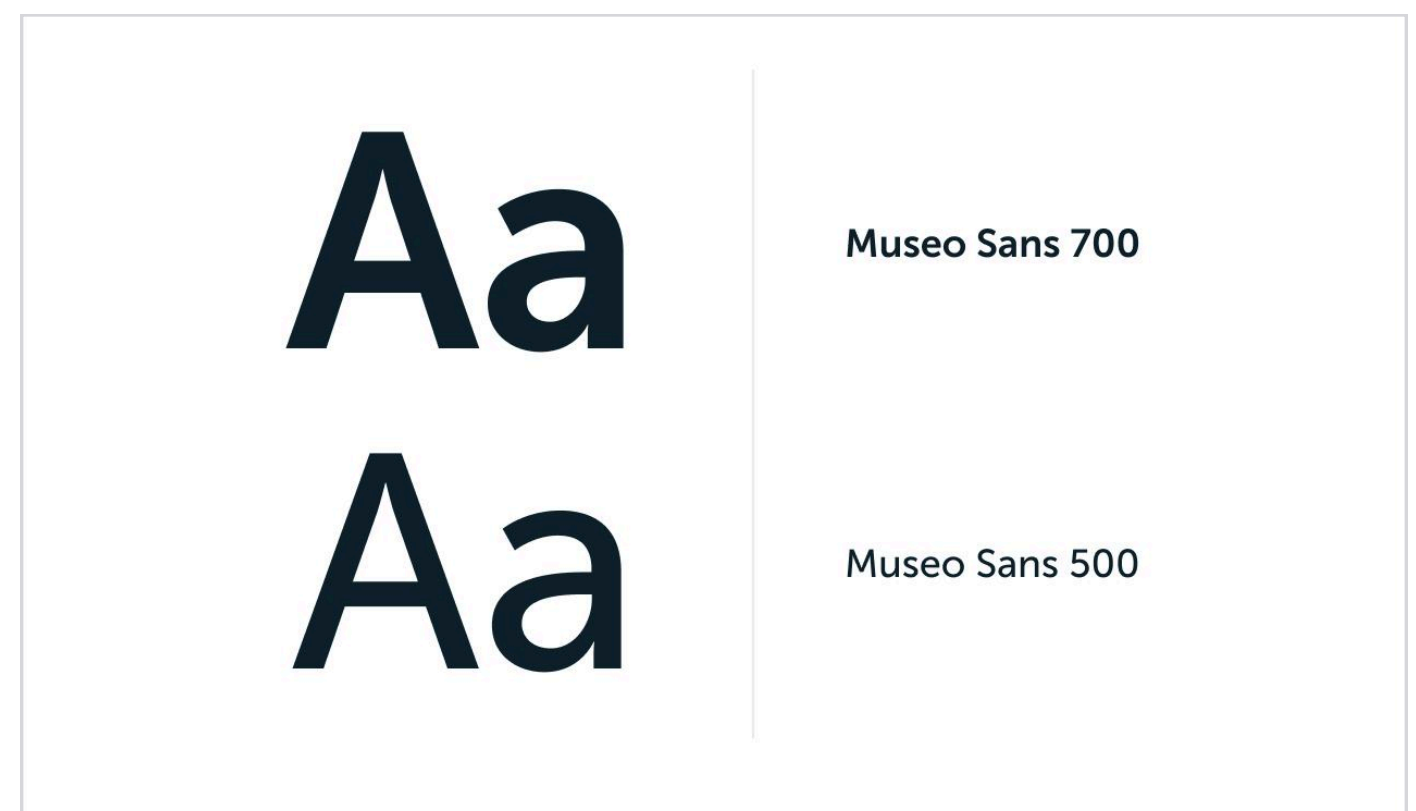
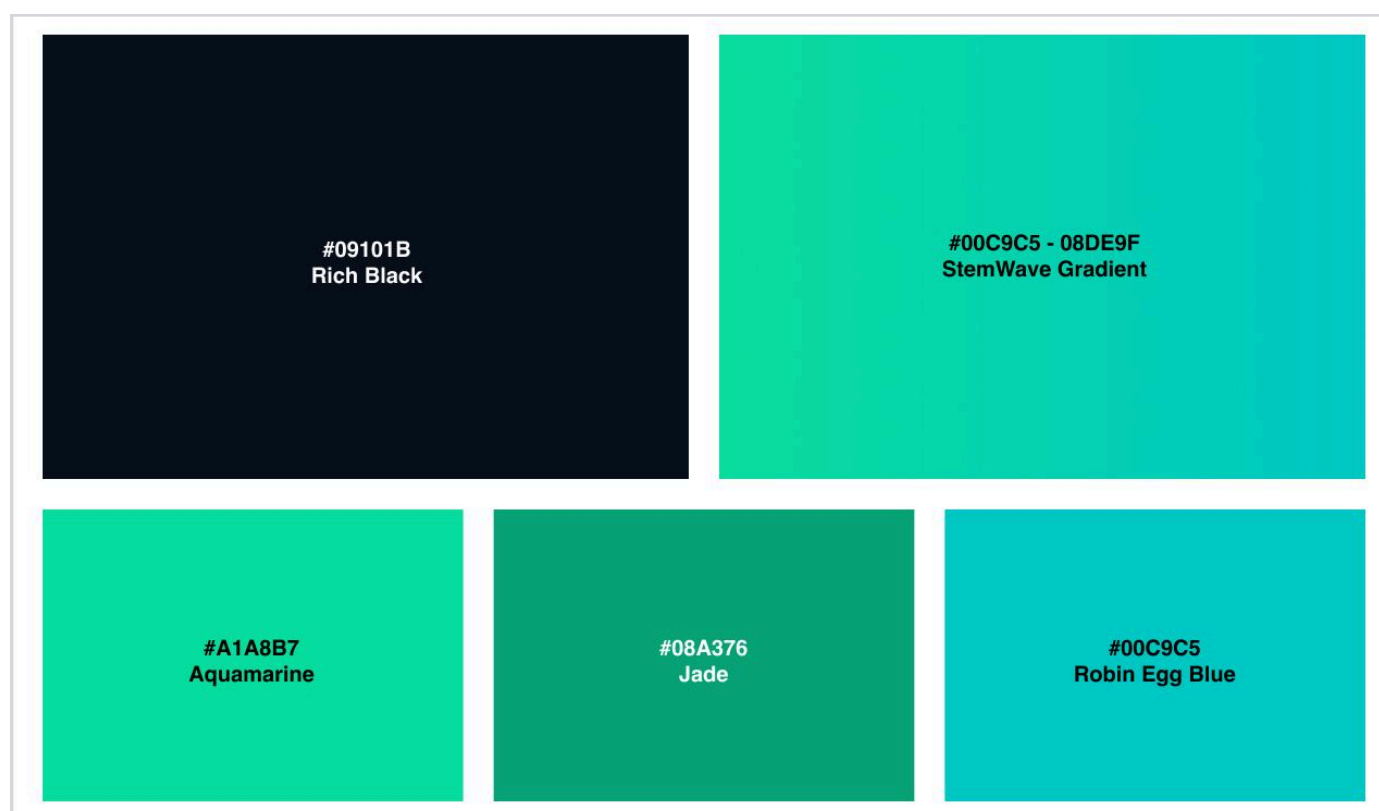
Before

UX STRATEGY

Understanding the importance of creating an immersive and educational experience for medical practitioners, the foundation of our user experience strategy was focused on showing the benefits of StemWave's shockwave therapy devices.

Our content strategy honed in on enhancing trust and credibility by highlighting convincing provider success stories, “you need to see it to believe it” patient testimonials, and the incredible technology behind their device.

We also created a plan to pack the site with tons of interactive visuals, animations, and educational goodies for an exciting and engaging experience. Immersive elements (like animations) make the website fun to explore and help visitors grasp the science behind the healing relief that StemWave medical devices offer.



BUILD

With our strategy in place, we embarked on the design and development phase.

We designed out a sleek and modern interface that brought the website in line with StemWave's brand image and mirrored their premium medical device positioning. Painting the backdrop with dark, cinematic tones, we infused energy using vibrant gradients and a modern color palette. We then showcased the device with crisp imagery and paired it all with sleek yet friendly fonts for a welcoming touch.

Once the designs were approved, we coded everything on top of a custom WordPress development to allow for the seamless integration of interactive elements and to make it easy for the StemWave team to keep website content fresh and up-to-date. In addition, we developed a parts store to enable the sale of replacement parts through WooCommerce. Everything was built to be responsive so visitors would be able to enjoy an optimized experience no matter which device they were using. In addition, we programmed everything to be SEO-friendly to make the site easy to find via organic search.

How our device works

- Cutting-edge Cellular Response Technology
- Designed for effectiveness
- Patient-driven bio-feedback
- Improve patient outcomes
- Quick treatments (3-8 minutes)
- Treat a range of medical conditions
- 25 different energy levels allow personalization
- Non-invasive & drug-free
- No recovery time after treatments



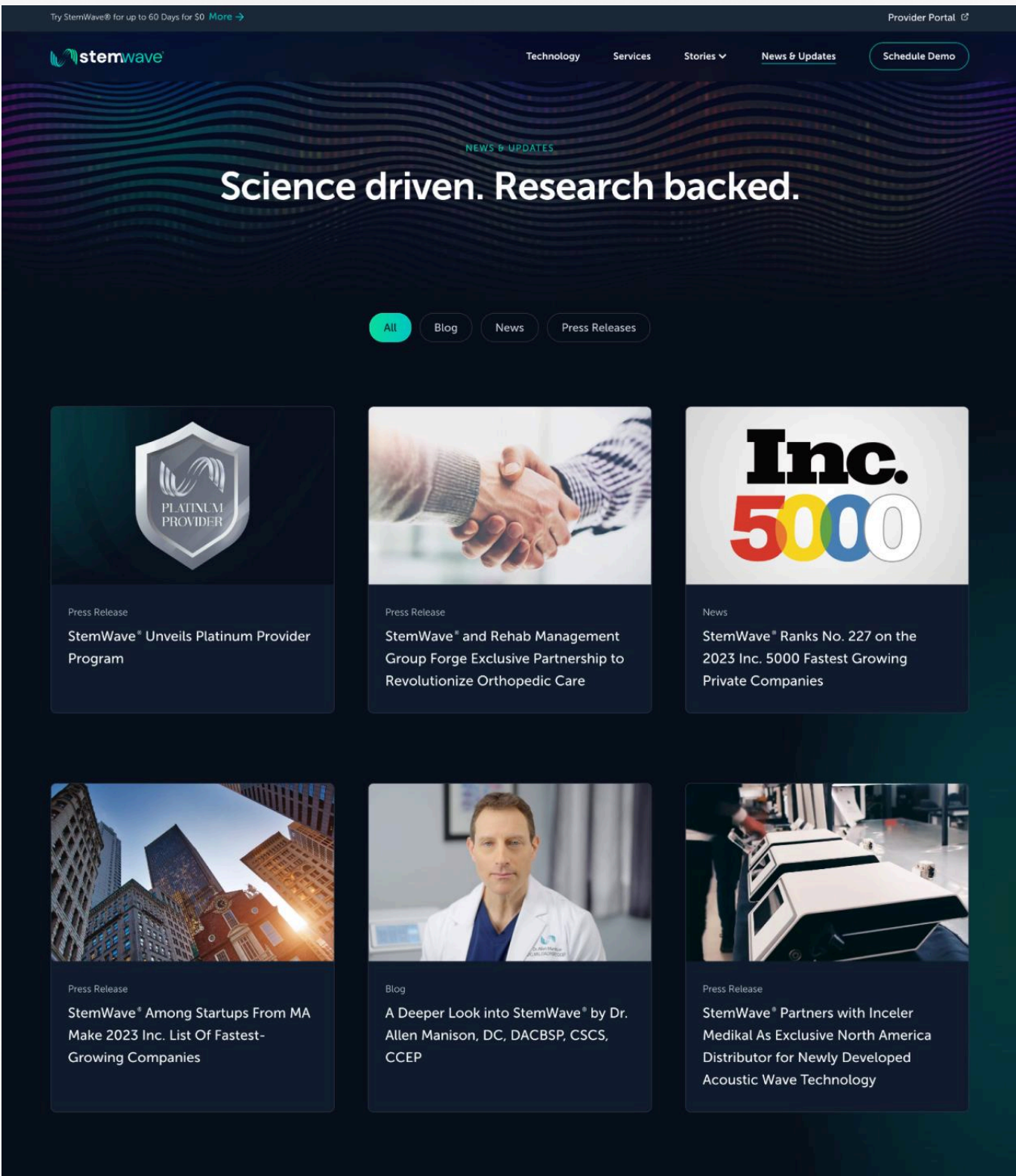
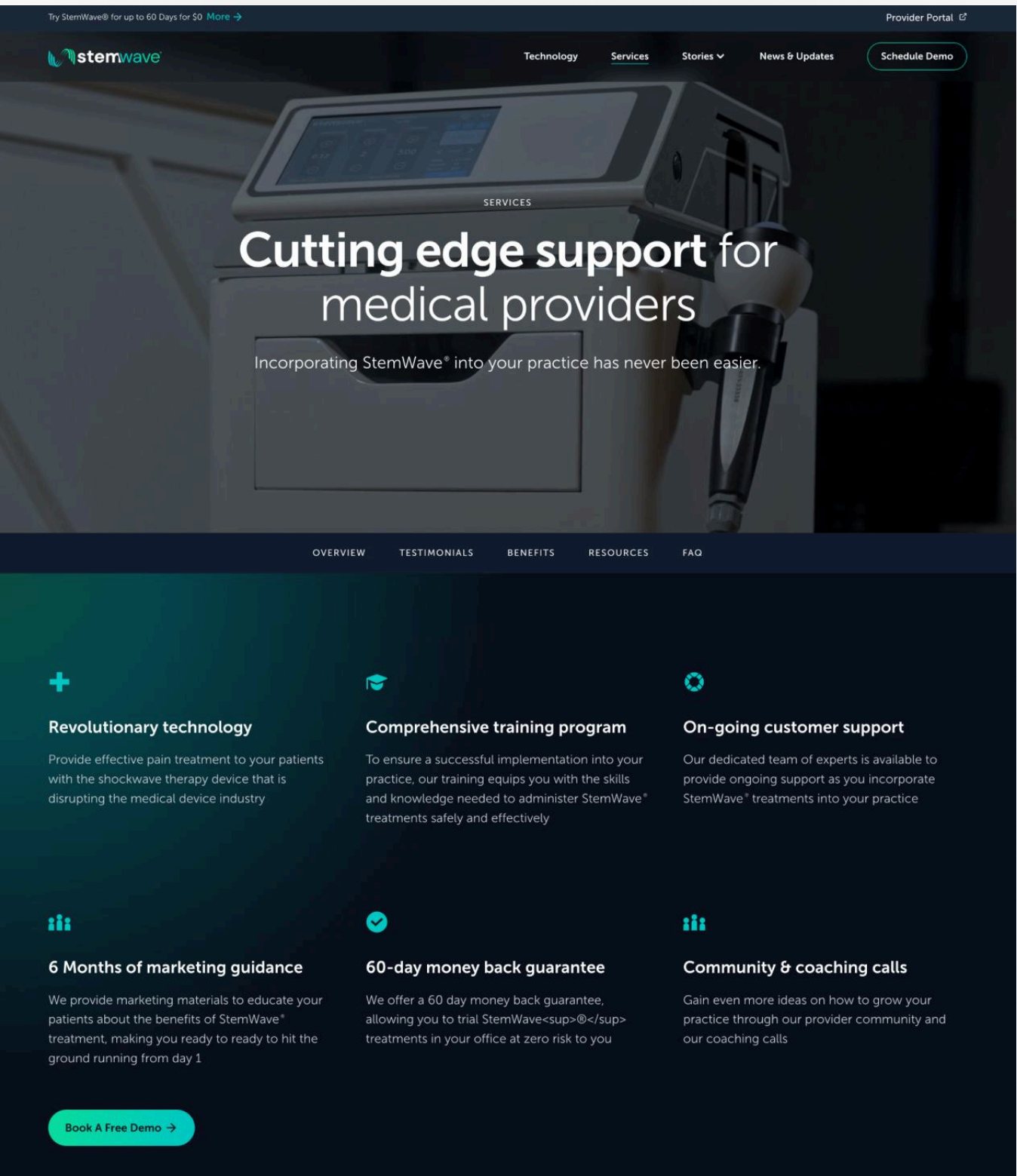
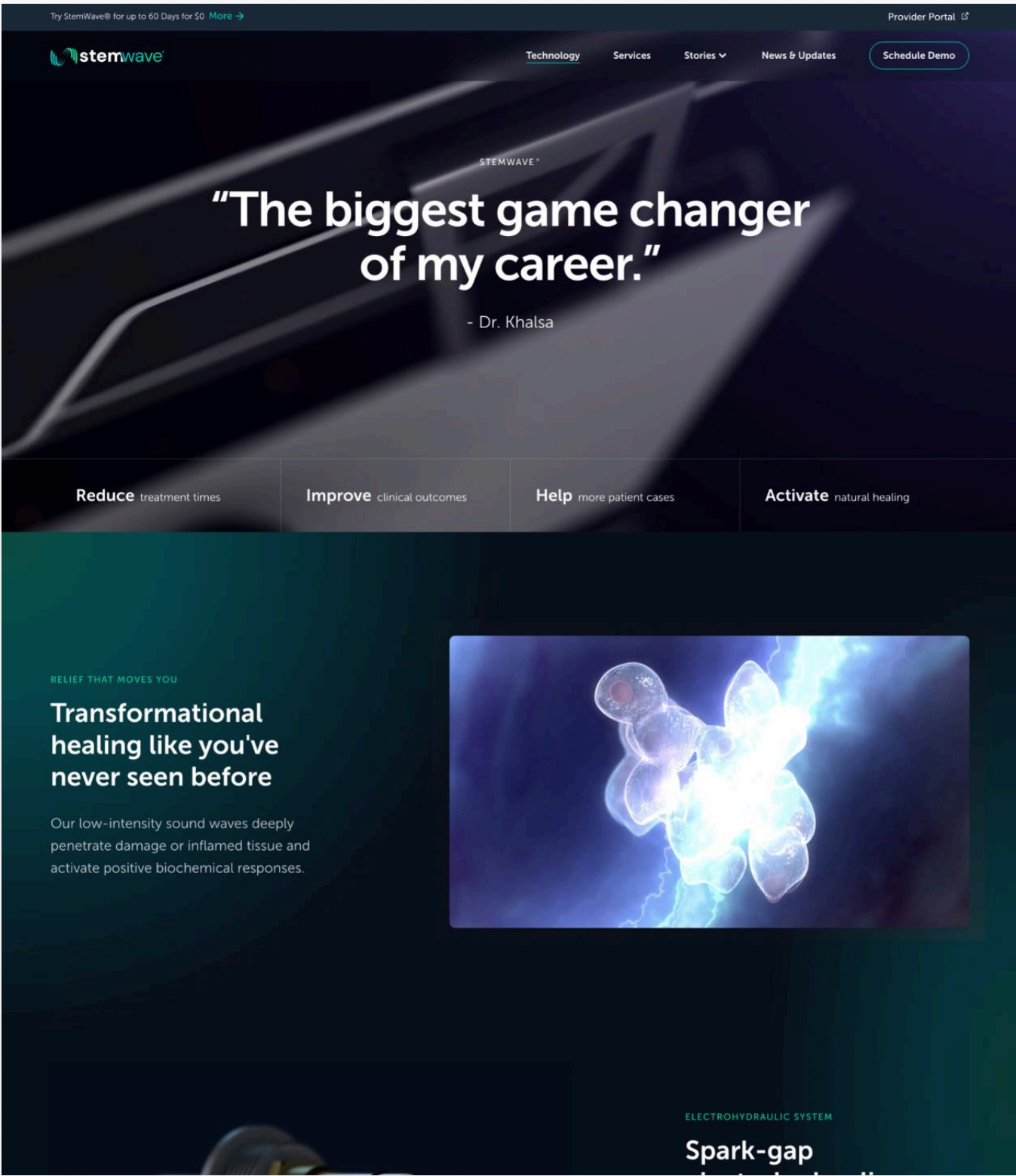
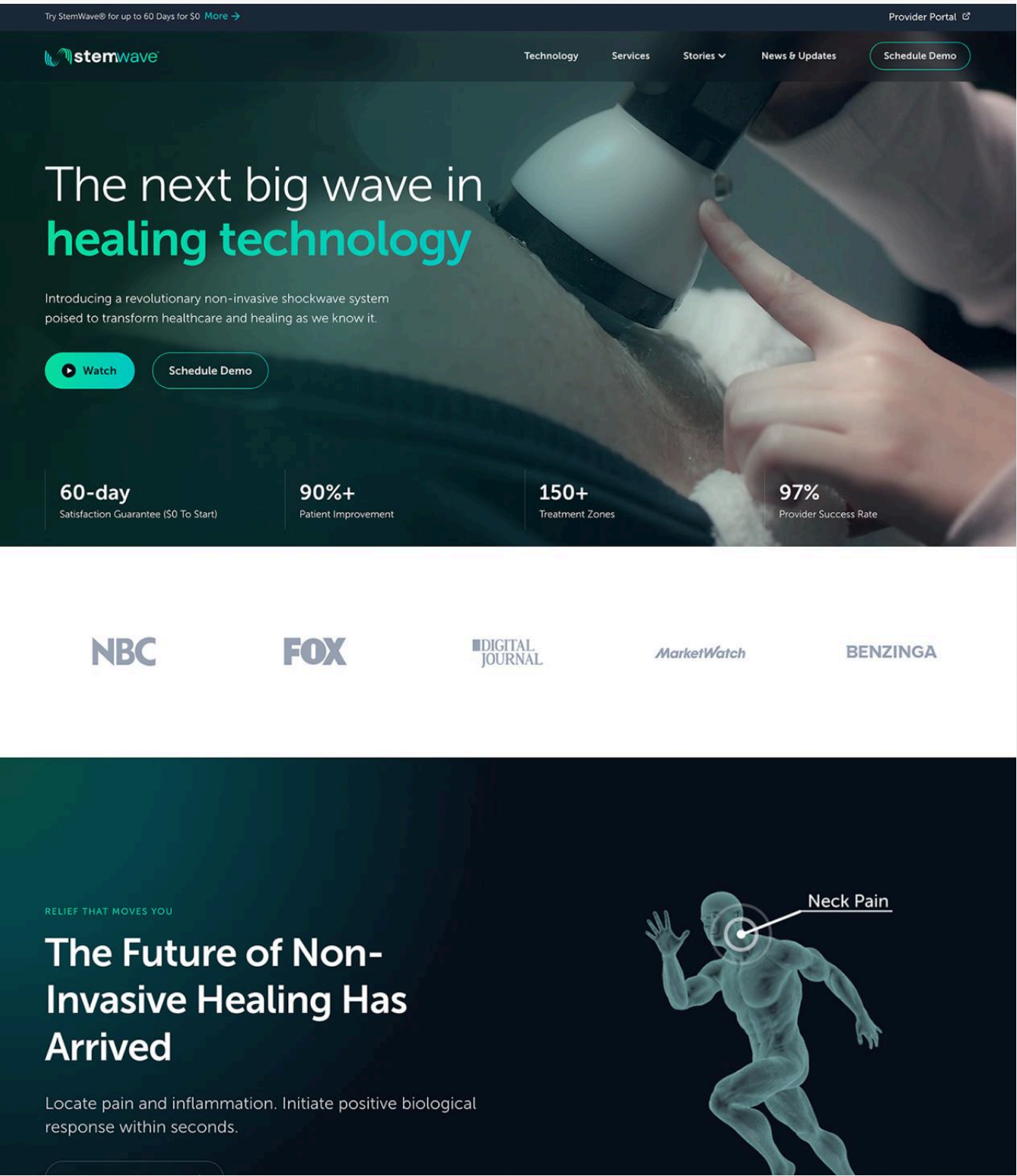
Cutting-edge Cellular Response Technology
Focused electrohydraulic shockwaves apply mechanical force and energy to living tissue

TEST & LAUNCH

Prior to launch, we conducted extensive testing to ensure seamless functionality across all browsers and devices.

We meticulously tested interactive elements, forms, and responsive programming to ensure website visitors would encounter no issues. Once all tests were successfully completed, the website was launched following a carefully planned rollout strategy, and the sleek new site was live!

RESULTS



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NEWS

StemWave® Ranks No. 227 on the 2023 Inc. 5000 Fastest Growing Private Companies



With Three-Year Revenue Growth of 2,460 Percent, STEMWAVE Ranks No. 227 Among America's Fastest-Growing Private Companies.

NEW YORK CITY, NEW YORK, UNITED STATES OF AMERICA, August 22, 2023/[EINPresswire.com/](#) — Inc. revealed today that STEMWAVE ranks No. 227 on the 2023 Inc. 5000, its annual list of the fastest-growing private companies in America. The prestigious ranking provides a data-driven look at the most successful companies within the economy's most dynamic segment—its independent, entrepreneurial businesses. Facebook, Chobani,

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BECOME A PROVIDER

Schedule a free call with our team

Become a provider or simply hear more about StemWave™'s technology, how it offers a new treatment for your patients, and positively affects your business.

Select a Date & Time

< February 2024 >

Thursday, February 22

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29		

1:00pm

1:30pm

2:00pm

2:30pm

Time zone

[🌐](#) Pacific Time - US & Canada (7:03pm) [▼](#)

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