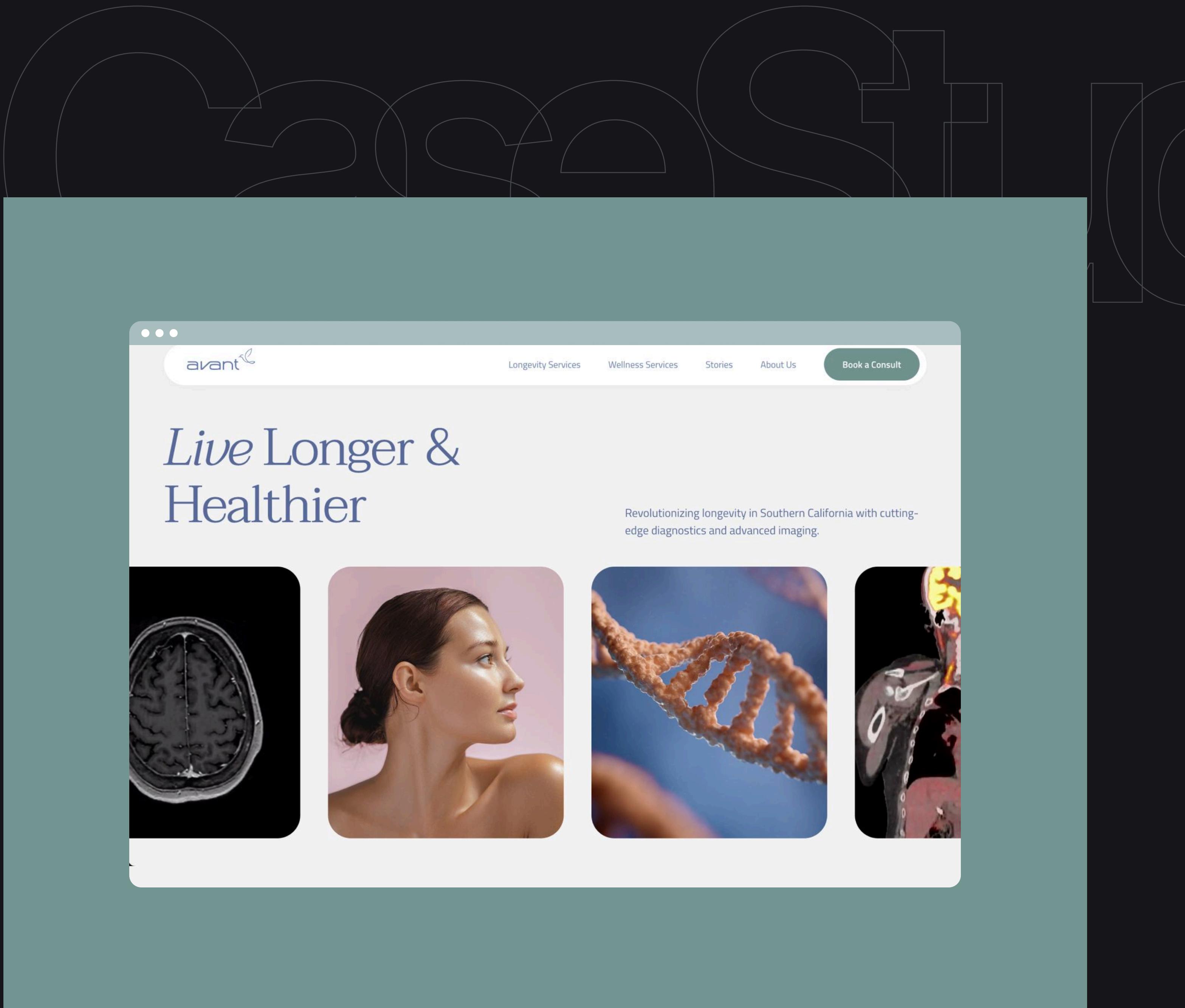


Avant Longevity Website Redesign

# Wellness by Design: Reimagining Whole Health with a Medical Website Design

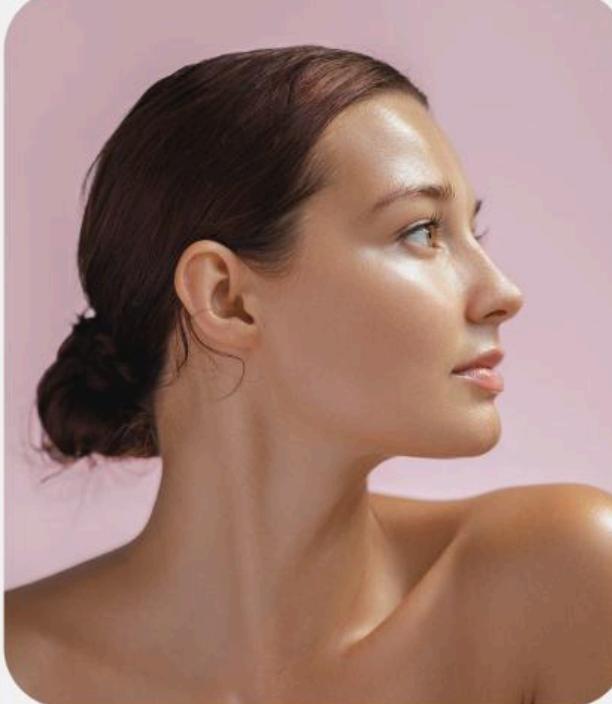
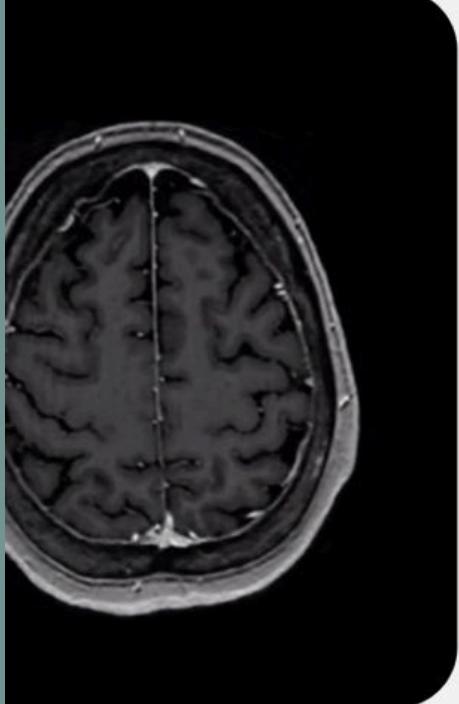


avant

Longevity Services   Wellness Services   Stories   About Us   Book a Consult

*Live Longer & Healthier*

Revolutionizing longevity in Southern California with cutting-edge diagnostics and advanced imaging.



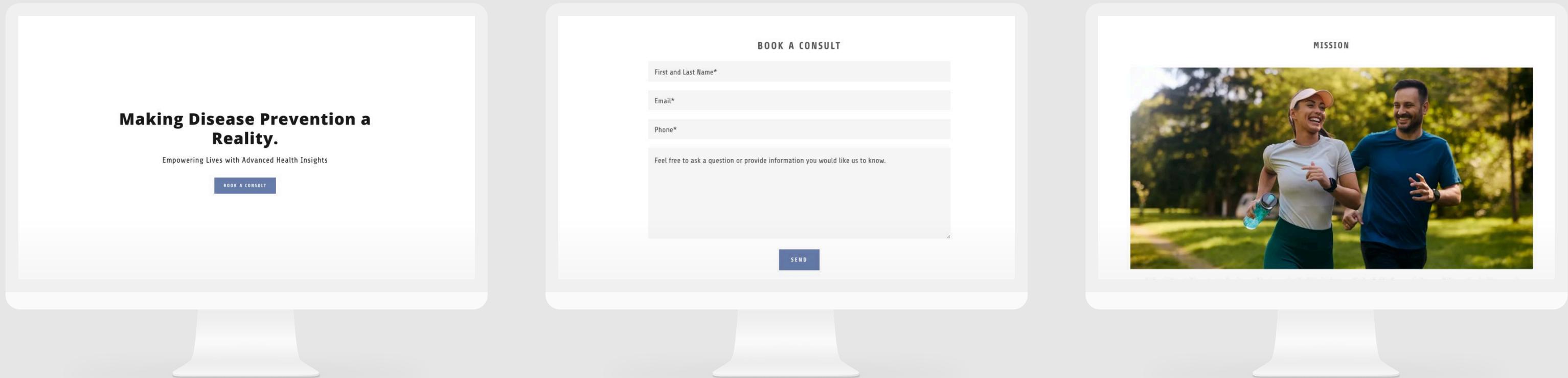
## OVERVIEW

Avant is on a mission to revolutionize healthcare by making medicine proactive instead of reactive. Leveraging full-body imaging, advanced diagnostics, and integrative wellness services, Avant is the new benchmark for life-saving medical care in Southern California.

## DISCOVERY

**When Avant first approached us, their biggest pain point was a website that simply wasn't telling their story or reflecting the premium, innovative experience patients could expect.**

Worse, some visitors didn't even realize the range of life-changing services available: from advanced imaging, to genomic bloodwork, and ongoing wellness. Our discovery process went deep. We kicked things off with a detailed questionnaire, then sat down for illuminating interviews with key stakeholders to get to the heart of Avant's mission. A full website audit revealed gaps in content and call-to-actions, while our competitive analysis underscored how much more Avant offered compared to other industry players.



## Before

### UX STRATEGY

**To nail the user experience, we started by crafting a focused content strategy, ensuring every word would educate and empower the site's diverse audiences.**

We brought Avant's premium brand to life online, marrying a sophisticated visual identity with clear, confidence-building messaging, a must in medical website design. Navigation was laid out with every user journey in mind: wellness seekers, longevity-focused patients, and those just beginning to explore proactive medicine. We mapped intuitive user flows, making it easy for patients to find answers, book consultations, or simply learn something new. Moodboards and imagery explorations rounded out our UX strategy, so the site didn't just inform, but inspired visitors to take charge of their health.



## Next came the fun part: turning strategy into a living, breathing medical website design visitors would be drawn to.

We developed a custom site on WordPress, making it easy for Avant's team to update content as their services evolved. Visually, we incorporated a clean, modern color palette paired with approachable yet sophisticated typography—a balance of trust and excitement. Subtle animations and micro-interactions guided users along their journey, adding delight to every click. The imagery showcased real people and real clinicians, reinforcing their caring approach and clinical excellence.

One standout feature was the interactive scheduling widget, streamlining appointment bookings and reducing administrative back-and-forth. We also built out future-ready components for secure results delivery and virtual consults, keeping Avant at the forefront of medical website design. From an FAQ-rich education hub to doctor bios and wellness resources, everything was integrated for maximum impact.

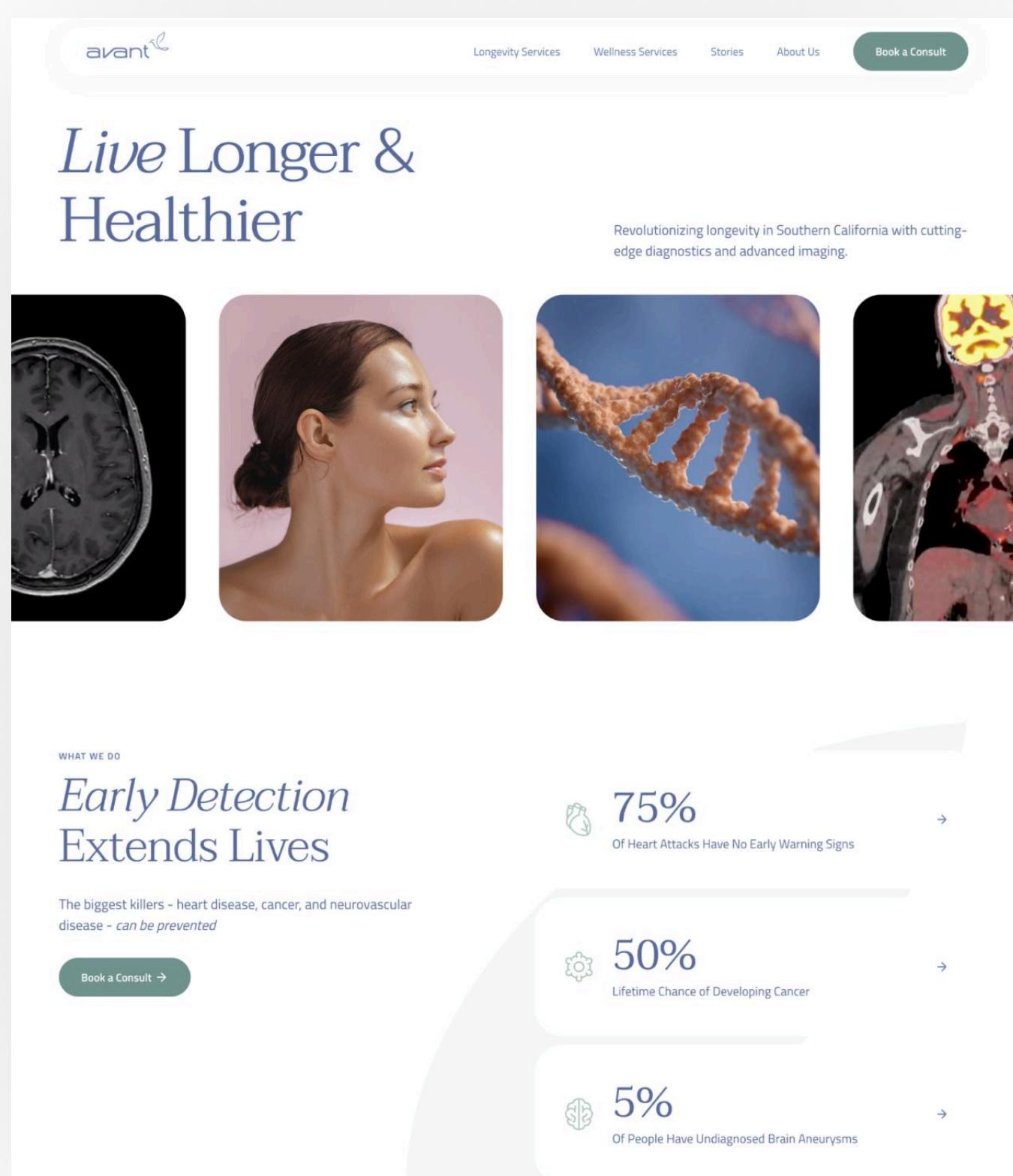


## TEST & LAUNCH

### Before unveiling this new chapter, we left nothing to chance.

Our team tested every page across browsers (Chrome, Safari, Edge, Firefox) and a full spectrum of devices—including tablets and smartphones, where most patients start their research these days. Accessibility was front-and-center, ensuring patients of all abilities could navigate with ease. When it came time to launch, we coordinated closely with Avant's IT team, setting up a seamless transition that kept their online scheduling and patient inquiries rolling smoothly from day one.

## RESULTS



The screenshot shows the Avant website homepage. At the top, there is a navigation bar with links to 'Longevity Services', 'Wellness Services', 'Stories', 'About Us', and a 'Book a Consult' button. Below the navigation, the main headline reads 'Live Longer & Healthier'. A sub-headline states: 'Revolutionizing longevity in Southern California with cutting-edge diagnostics and advanced imaging.' Below the headline are four images: a grayscale brain scan, a woman's profile, a DNA helix, and a colorful 3D anatomical model of the human body.

**WHAT WE DO**

**Early Detection Extends Lives**

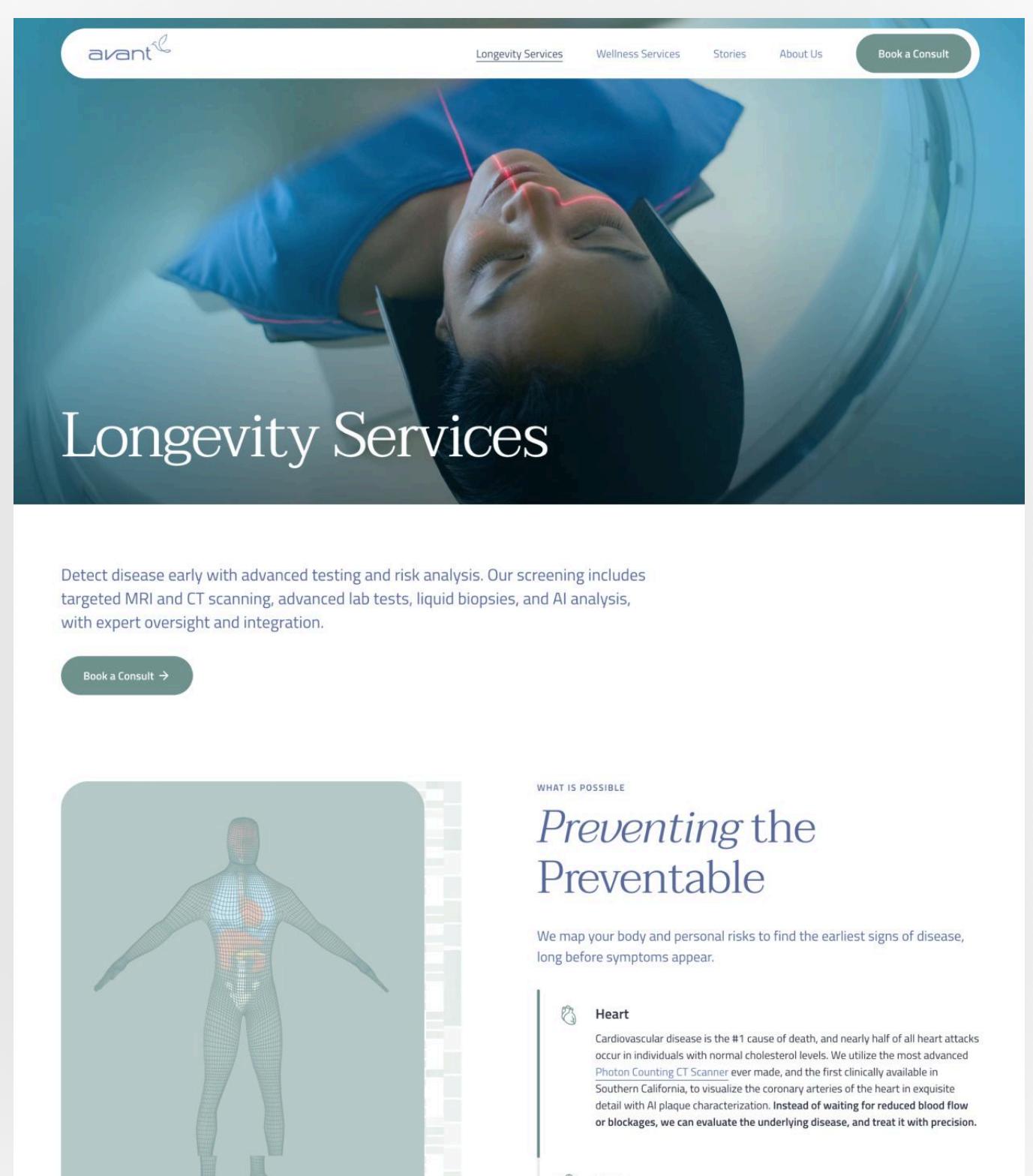
The biggest killers – heart disease, cancer, and neurovascular disease – *can be prevented*

**Book a Consult →**

**75%**  
Of Heart Attacks Have No Early Warning Signs

**50%**  
Lifetime Chance of Developing Cancer

**5%**  
Of People Have Undiagnosed Brain Aneurysms



The screenshot shows the 'Longevity Services' section of the Avant website. The main headline is 'Longevity Services'. Below the headline, a sub-headline reads: 'Detect disease early with advanced testing and risk analysis. Our screening includes targeted MRI and CT scanning, advanced lab tests, liquid biopsies, and AI analysis, with expert oversight and integration.' A 'Book a Consult' button is located below this text. To the right, there is a 3D wireframe model of a human body with internal organs highlighted in orange. On the far right, there is a sidebar with a 'Heart' section and a 'Brain' section.

**WHAT IS POSSIBLE**

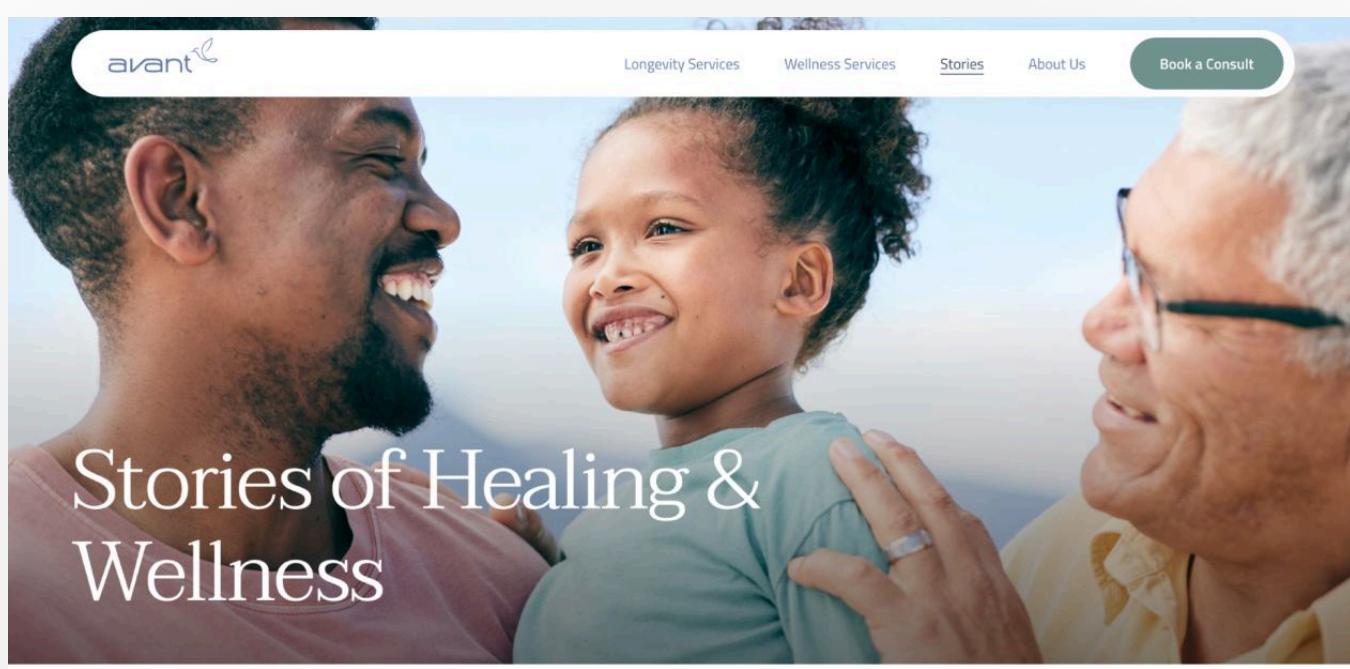
**Preventing the Preventable**

We map your body and personal risks to find the earliest signs of disease, long before symptoms appear.

**Heart**

Cardiovascular disease is the #1 cause of death, and nearly half of all heart attacks occur in individuals with normal cholesterol levels. We utilize the most advanced Photon Counting CT Scanner ever made, and the first clinically available in Southern California, to visualize the coronary arteries of the heart in exquisite detail with AI plaque characterization. Instead of waiting for reduced blood flow or blockages, we can evaluate the underlying disease, and treat it with precision.

**Brain**

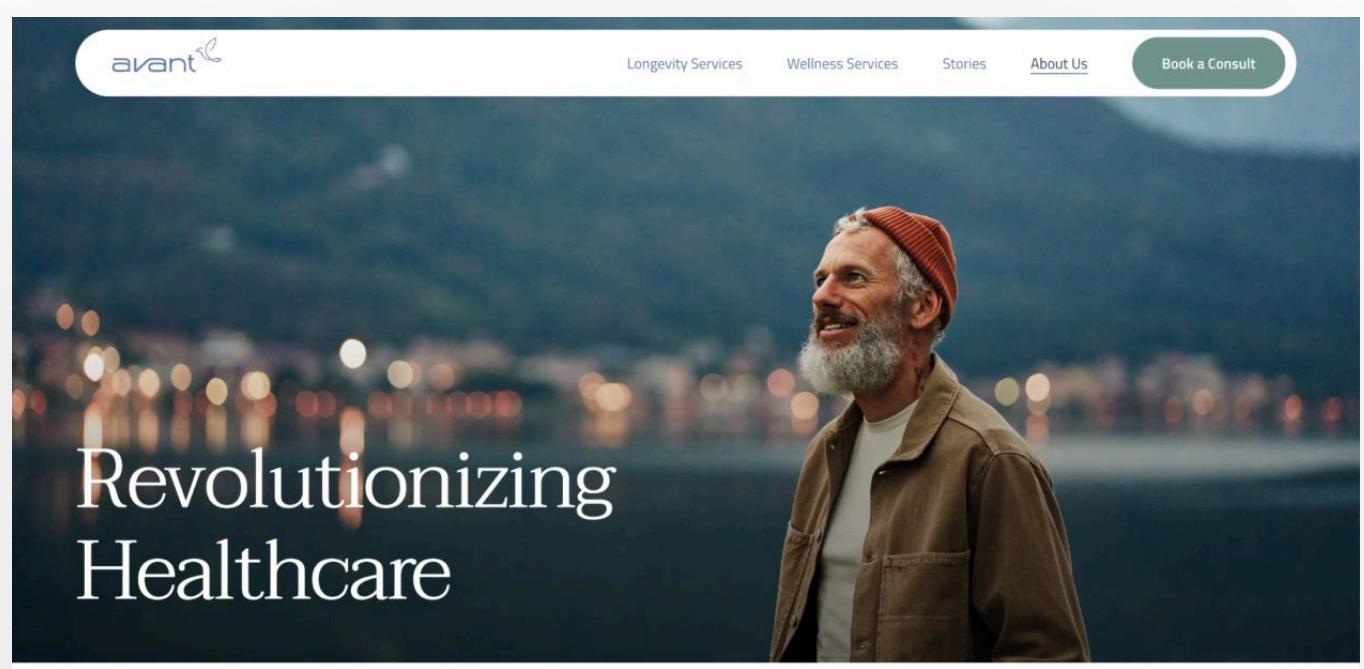


 KEVIN H.

## PRF Therapy and the Power of Regenerative Healing

After tearing my labrum and fracturing my glenoid, I was told I would need major reconstructive surgery. It was a tough diagnosis, and I wanted to explore every option before committing to surgery. That's when I found Avant Longevity and learned about PRF (Platelet-Rich Fibrin) therapy. I decided to move forward with a series of PRF shoulder injections instead of surgery. It wasn't an overnight fix—I stayed committed to my rehabilitation, and over time, the results were incredible. Today, my originally injured shoulder feels stronger than my healthy one. I'm beyond grateful for the regenerative healing approach and the personalized care I received at Avant Longevity.





We believe that healthcare should be proactive, not reactive. Our mission is to extend both lifespan and healthspan by combining cutting-edge diagnostics, advanced imaging, genomics, and precision wellness therapies, all in one state-of-the-art facility.

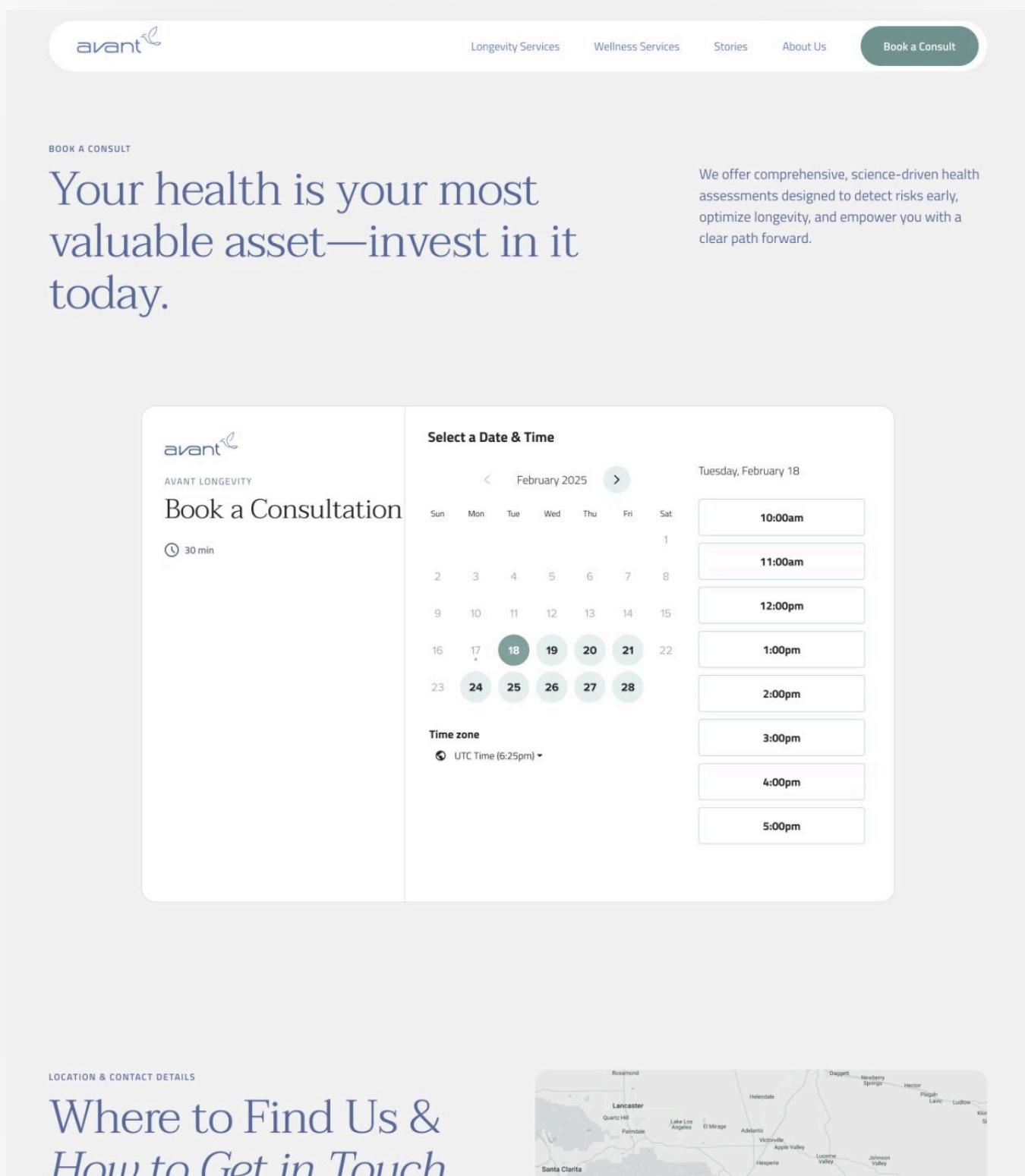
OUR VISION



## Making Disease Prevention a Reality

As physicians, we founded Avant after years of caring for patients proactively and, too often, treating them for late stage conditions that could have been prevented. We created Avant to turn that hard-earned clinical experience into a more accessible system of care, one built to serve our entire community.

Mainstream medicine is largely reactive, built to treat disease after it appears, not to prevent it. Time-strapped physicians often lack the tools, data, or incentives to detect early.



**BOOK A CONSULT**

## Your health is your most valuable asset—invest in it today.

We offer comprehensive, science-driven health assessments designed to detect risks early, optimize longevity, and empower you with a clear path forward.

**Book a Consultation**

⌚ 30 min

**Select a Date & Time**

February 2025

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	

**Time zone**  
⌚ UTC Time (6:25pm)

**Tuesday, February 18**

10:00am
11:00am
12:00pm
1:00pm
2:00pm
3:00pm
4:00pm
5:00pm

**LOCATION & CONTACT DETAILS**

Where to Find Us & How to Get in Touch



## CLOSING THOUGHTS

The result? A stunning, accessible, and truly empowering medical website design that's raising the bar for patient experience and trust. Avant's beautiful new digital home truly captures the innovation and compassion at the heart of their future-driven mission.

[Visit Site](#)

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