

Success Story: Oak Brook Allergists

New Website Increases Referrals and Patient Satisfaction

“Our website has fulfilled all of our expectations and then some. Patients, . . . new and established – love the site. It provides a lot of information and makes things very convenient for them.” – Corrina Roehrig, Practice Administrator

Read more to learn how. . .

- Website increases overall patient satisfaction
- Direct mail campaign grows patient base
- Ad campaign increases brand awareness, website traffic and calls for appointments

Scope of Work

- Website design
- Direct mail campaign
- Newspaper advertising campaign
- Physician referral brochure
- Branding update

Time to Create a More Professional Marketing Presence

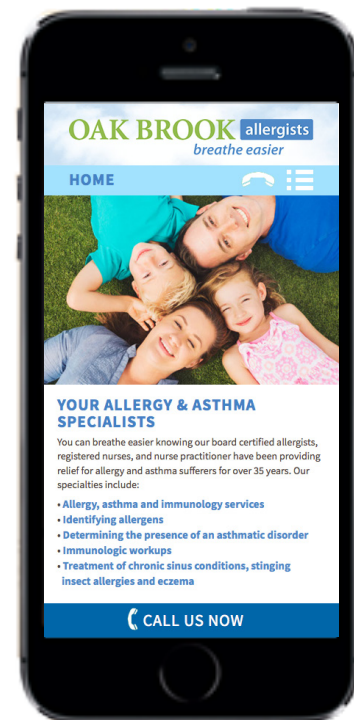
Oak Brook Allergists recognized that to remain viable in today’s crowded healthcare marketplace, they needed a marketing presence that is as professional, convenient and consistent as the health care services they provide. This led them to search for a designer who could create a branded, user-friendly website and develop direct mail that points to the site and has the same look-and-feel. A printer the practice used referred them to Rick Moser and after an initial consultation, Roehrig decided Moser would be an excellent fit.

Innovative Campaign Starts With New Website

Moser’s first priority was to create a new high level website. The goal was to create a user-friendly and visually appealing site packed with the information most frequently requested by patients. The site was been a major success and provides them with physician bios, office location maps, hours and directions, new patient forms, and insurance, fee, billing and policy info. Patients access this information 24/7 and Oak Brook administrators, receptionists, nurses and doctors save time by referring patients to the site. The site also includes physician biography pages so new patients may gain trust in their new doctor.

Development of the website led to creation of an integrated direct mail campaign with Moser to increase brand awareness, grow the practice and promote new office locations.

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New mobile site created by Moser Design includes branding updates, Google location maps, pediatric services content, auto-dial call button and pollen count app.

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The direct mail campaign yielded excellent results. Patients held on to the mailing and were still using it six months after it was delivered. Roehrig said the campaign was much more successful than others Oak Brook Allergists had attempted in the past with their former design agency. "Rick's team holds your hand through the entire process. I love that about them. Projects can be overwhelming at times because there are so many decisions to make, but they help you by providing the information you need to get the job done. They make it easy," said Roehrig.

Patient Satisfaction Critical to Growth and Stability

Moser's ability to create an information-packed website that is user-friendly, visually appealing and informative led to increased patient satisfaction and generated more patient referrals.

The Results:

- Happier, better-informed patients
- Larger overall patient base and successful startup of new location
- A thriving practice that has grown to 6 locations.

Update: Moser Design Retained for Brand Update and Mobile Friendly Site

Seven years after Moser designed and launched the original website, Roehrig retained them to make branding updates to reflect the addition of pediatric services and to design/build a new mobile-friendly site.

Moser conducted a fresh branding assessment of the practice and through research found busy patients make their healthcare choices based on convenience, more than ever. As a result, Moser created the new *Breathe Easier* tagline that connects with Oak Brook's convenient locations, longer hours and the relief patients receive from their treatments. Then, Moser made updates to key messaging, improved the information hierarchy in the website, and added new allergy characters that make visiting an allergist more fun for kids and help reduce their anxiety. The characters are featured in a new "For Kids" section that explains the underlying cause of their allergy and symptoms in a way kids can relate to, in language written at their level. The section also has character coloring pages that can be downloaded and colored at home, before or after their visit to their allergist.



New allergy characters created by Moser Design

"I love the design of our new mobile-friendly website and how it connects with our brand and new pediatric services", said Corrina Roehrig. "Moser Design makes you feel important and they are always there for you. I really appreciate the ease of working with them, their accessibility and their creativity. I would recommend them to anybody," said Corrina Roehrig, Practice Administrator.

Visit the new site on your desktop or mobile device at www.oakbrookallergists.com.