



DIVISION OF

CAPABILITIES & EXPERIENCE

DWIGHT LEE

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We are an award-winning digital innovation agency that uses technology to strategically shape the way people interact with your brand.

I. Capabilities

II. Case Studies

Strategy Throughout

Account executives, project managers, strategists, and directors on a single project create bloated teams with little added value. We partner all of our clients with one senior strategists that sees the whole project through.

Good to Great

Learn, build, launch, repeat. This cycle is at the core of everything we do and allows our team to make good products, great. This is why we always start small, stay focused on the business objectives and launch fast.

Business First

We recognize that technology can be a catalyst for immense business growth as long as we ask the right questions. As partners, we're here to understand where your business is going, so we can use technology to reach your next level.

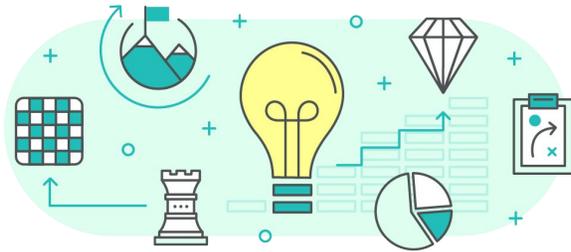
Keys to your Castle

We don't hold the keys to your castle. We build tools that give you full access to your product, making it easy for your team to update and iterate quickly. The more tools and access you have, the stronger our partnership.

Our Clients

Capabilities & Experience





STRATEGY

Understanding business objectives

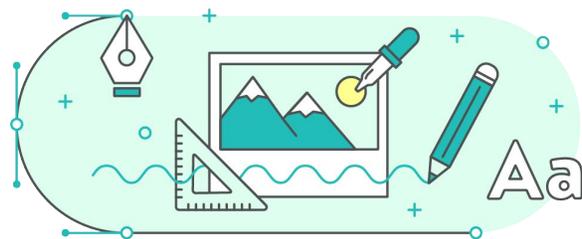
As strategists, we understand the activities that make your business valuable to customers and unique amongst competitors. Armed with these insights, we identify opportunities in the digital landscape that align customer needs with business objectives, then develop the tactics to make a perfect union.



CREATIVE

Designing the experience

As designers, we turn strategic objectives into elegant solutions. Our user-centric approach focuses on delighting your brand's customers with beautiful experiences that add value to their lives. Whether it's web design, UX, branding or integrated multi-channel campaigns - we do it all.



TECHNOLOGY

Digitizing the experience

As developers, we bring designs to life by building the finely crafted exteriors and complex systems under the hood of your digital assets. Drawing on vast engineering experience, we build everything from websites to applications, always keeping usability, scalability and longevity in mind.



MEDIA

Capturing attention

As media strategists and buyers, we work to engage your customers and drive the right traffic to your digital properties. Equipped with an understanding of your audience's motivations and behavior, we determine the best channels and approach for converting visitors to customers.



DATA & INSIGHT

Understanding our users

As data scientists, we implement cutting edge systems to track user behavior across your network of digital assets. With a deep understanding of your business, we transform numbers into actionable, data-driven findings that inform the evolution of your business and digital presence.

Digital Strategy

- Market Research
- Competitive Audit
- User Research
- Content Strategy
- Technical Strategy
- Integrated Comm. Planning
- Brand Architecture
- Brand Vision & Positioning
- Market Growth & Expansion

Social Media & Content

- Content Strategy
- Customer Journey Development
- Social Presence Audit
- Channel Strategy
- Editorial Calendars
- Paid Social and Search
- Community Management
- Campaigns
- Copywriting

Design & User Experience

- Branding and Identity Design
- Usability Testing and Research
- Information Architecture
- User Interface / Platform
- Style Guides
- Prototyping
- A/B Multivariate Testing
- Motion Graphics

Data & Analytics

- Data Strategy
- Website Analytics
- Goal Setting and Benchmarking
- Campaign Analytics
- Survey Design and Analysis
- SEO
- Content Engagement
- Infographics
- UX and Full Analysis

Technology

- Mobile Development
- Responsive Development
- Web Applications
- Prototyping
- E-commerce
- Quality Assurance Testing
- API integration
- Cost Analysis
- Content Management Systems

Media

- Planning & Buying
- Search, Display, Mobile, Social
- Programmatic Marketing
- App Promotion
- Creative

I. Capabilities

II. Case Studies

Coordinated Health

Turning a specialized hospital into a regional leader

Services

Discovery & Research

Strategic Planning

Brand Identity System

Corporate Website

Microsites / Interactives

Service Line Marketing

Application Platform

Physician Reputation Mgmt.

Digital Media Campaigns

Data & Analytics

Infographics & Animations

SEO Optimizations

Challenge

For the last 20 years or so, Americans have been experiencing the “end of an era” in healthcare characterized by increased complexity, chaos and change. Gone are the one-to-one relationships with family doctors and community hospitals. Today, multi-siloed hospital corporations provide care determined more by algorithms and protocols than personal interaction.

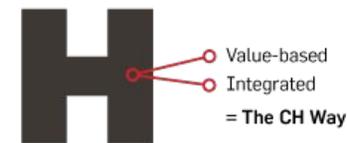
Despite widespread reform, consumers remain disillusioned: healthcare is becoming more complex, more expensive and many times, inaccessible. Consumers ache for simplicity and improved access to healthcare.

Coordinated Health—a 27-year-old specialized hospital network that built its offering to address real-world need for simplicity, affordability, and access—is well positioned to cue the start of the new era.

The market is ready for a new leader in healthcare.



Current state
of healthcare



Healthcare @
Coordinated Health



Key Benefits @
Coordinated Health

Brand Identity System

Coordinated Health is moving forward as a fully integrated and innovative organization. This logo displays these qualities in a new way, different from the health industry status quo.



Watch the transformation video:
<https://vimeo.com/201196233>

Digital Redesign

The website was completely transformed to be a purposeful tool for both potential and existing patients. When visiting the site to research a service, dynamically generated links delivered relevant content such as bios of the clinicians who provide the service and locations where the service is offered. This crosslinking gave users all of the information needed to make a decision, with opportunities to make an appointment integrated at every step of the way.

Results

+23% ORGANIC SEARCH

+305% ONLINE APPTS.

Awards & Accolades

AVA - Gold

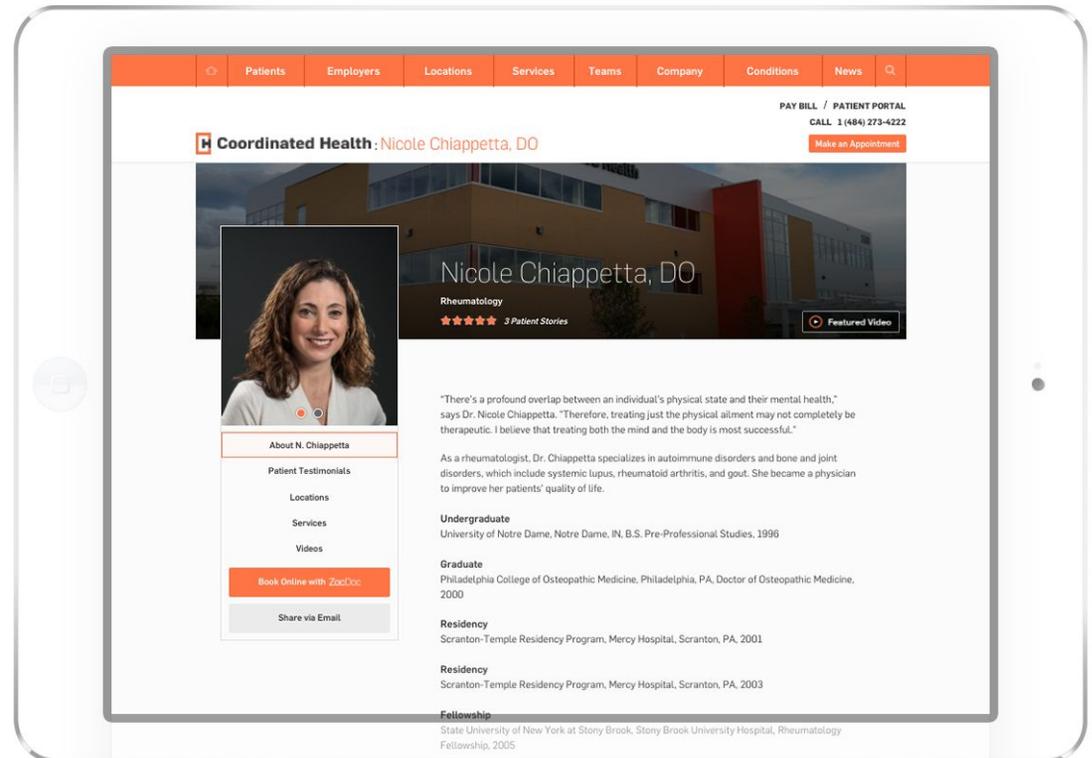
IAC - Best Website Award

Horizon Interactive - Silver

American Advertising Award

Read the full case study:

divisionof.com/cases/coordinated-health



Services Provided

- Rheumatology
- Autoimmune disorders

5 Testimonials [Write a Testimonial](#)

Dr. Chiappetta Answers All Her Patients Questions

"Dr. Chiappetta treats her patients with professionalism, respect and compassion. She spends just enough time with her patients and makes sure all questions are answered and explanations are given. Within"

Anonymous

[Read Full Story](#)

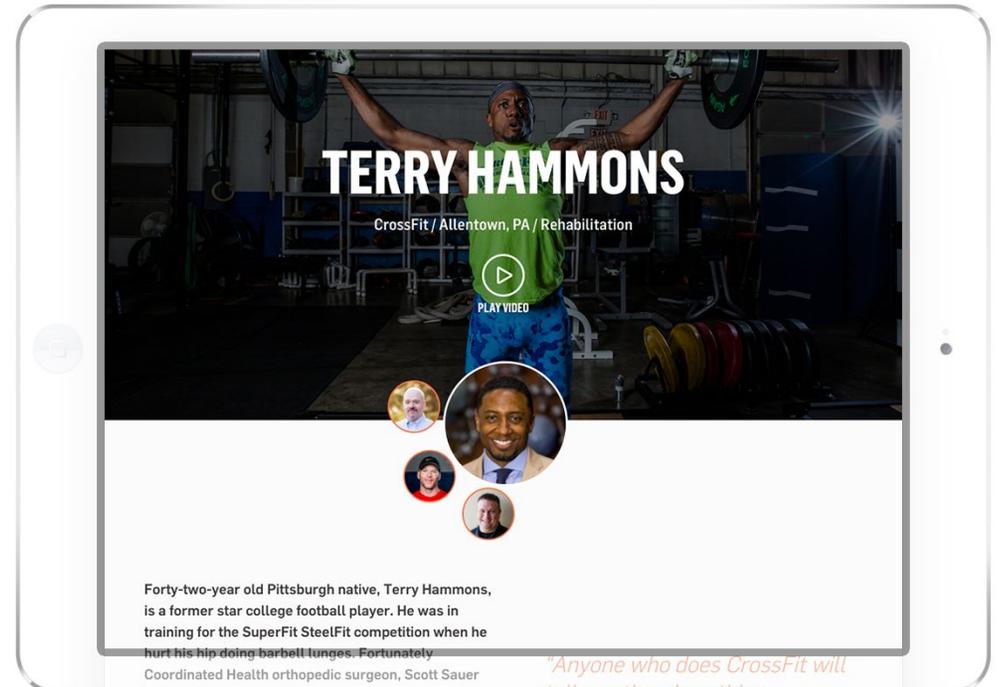


Campaigns

The website was used to support a number of multimedia marketing campaigns that ranged from Twitter contests to crowdfunding campaigns for community projects.



Social Media Advertisement



Forty-two-year old Pittsburgh native, Terry Hammons, is a former star college football player. He was in training for the SuperFit SteelFit competition when he hurt his hip doing barbell lunges. Fortunately Coordinated Health orthopedic surgeon, Scott Sauer trained at the same gym.

"Anyone who does CrossFit will tell you there's nothing worse than taking a day off!"

Terry has been an athlete since he was in first grade and by the end of high school his football career landed him a college scholarship. After that he went to law school and drifted away from sports. He tried to stay fit but his law career and family consumed his life. Seeing how out of shape he appeared in a vacation video six years ago was a wake up call.

"I saw the footage, and I was like, 'Oh my god, I don't have a chest anymore!'"

He decided to get serious about fitness again. And after his wife gave him a Groupon for CrossFit in Lehigh Valley he was hooked.

"You train as a team," he says. "The high intensity is very much like college football. There are a lot of former athletes."

He loved it so much he became co-owner of the CrossFit affiliate where he trained. Then one night about a year ago while training for the SuperFit SteelFit elite competition, he felt a pop in his right hip while doing barbell lunges. The next morning he could hardly move. It was so painful he had trouble working, let alone training.



Share this story:



Thank You

We hope this deck has been informative. Feel free to contact us anytime with questions or additional requests.

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