



## Case Study



# Leveraging the web to empower patients and improve healthcare

*Pixel Jar is a Southern California-based web development agency with a variety of clients all over the world. The agency supports everything from self-managed websites for local businesses looking to gain exposure and legitimacy to large projects involving third-party integrations, large-scale multi-sites, and demanding media needs. Pixel Jar also offers a full range of services in design, development, consultation, and production disciplines.*

#### Industry

Agency, Healthcare

#### Site

[healthloop.com](http://healthloop.com)  
[pixeljar.com](http://pixeljar.com)

#### Challenge

HealthLoop needed a website that integrated across technologies that they could update in real-time to capture patient feedback.

#### Solution

The WP Engine Digital Experience Platform.

#### Results

With WP Engine, HealthLoop now has the agility to make real-time updates to the site and the power to integrate across the martech stack.



## The challenge.

Pixel Jar has been developing custom websites for a wide array of clients since 2004. One site in particular that the team was anxious to get working on was for HealthLoop, which enables care teams to engage patients before and after admission to medical facilities through automated, daily check-ins. By sending the right information at the right time, HealthLoop identifies those patients that need help in real-time, allowing care teams to proactively intervene before costs and complications escalate.

"Patient approval ratings and feedback are a very big factor for funding for medical institutions," said David Margowsky, Project Manager at Pixel Jar. "They are super important metrics for receiving funds and increasing budgets. Hospitals and other big healthcare providers are definitely looking at these metrics to keep their dollars flowing the right way."

HealthLoop was on a WordPress site previously. "It was not a terrible looking site, but it was a little bit dated," said Margowsky. "It was using Advanced Custom Field plugins, and a lot of their data was tied to a specific page. It made editing the data very difficult for them. The users at the company were not WordPress developers themselves, so a lot of the content areas were locked into the design for the site."



## The solution.

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**"We have familiarity with other CMSs, and started out writing PHP natively, but almost everything we do is WordPress," said David Margowsky, Project Manager at Pixel Jar. "What attracted me to WordPress was just how easy it was to develop a site, even though I'm not a developer. As long as I know how to configure a plugin or two, I can get a fairly sophisticated website working."**

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Project Manager, Pixel Jar



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"The scalability and adaptability of WordPress sites hosted on WP Engine are huge," he added. "And, specifically in the healthcare industry, adaptability is key. The medical industry really isn't just one industry. You have everything from a doctor that needs a website for their practice all the way to Johnson & Johnson selling giant medical devices or General Electric with hospital heart monitors for \$2 million. So, you have a really wide space in there. And that's why WordPress and WP Engine's adaptability makes it ideal for the workspace."

For the HealthLoop site, Pixel Jar immediately went to work redesigning their website to make it more accessible for the healthcare providers to adopt the technology. "We had a clear, very specific audience," said Margowsky. "Because they are a metrics company, it was important to show off some of their own success in metrics."

A screenshot of the HealthLoop website homepage. The top navigation bar includes links for Solutions, Resources, Blog, About, Login, and Demo. Below the navigation, there are five key statistics: Non Face-To-Face Visits Per Month (80k+), Care Pathways (160+), Patients Review Providers Online (66%), Health Systems &amp; Physician Practices (80+), and Patients Enrolled in Digital Care Plans (225k+). A central image shows a man looking at his phone. Text on the page reads: "We believe patients are the most underleveraged resource in the achievement of better outcomes" and "HealthLoop enables care teams to engage all patients during every stage of their care journey, from check-ins. By sending the right information at the right time, HealthLoop identifies those patients that need help in real-time, allowing care teams to proactively intervene before costs and complications escalate." At the bottom, there is a section titled "A Few of Our Clients ..." with logos for Cedars-Sinai, Cleveland Clinic, Panorama, and Lifeforce Health.

HealthLoop saw key features they were looking for, beyond just the modernization. "They really wanted to be able to post new information on a regular basis, so the blog is important," Margowsky said. "The resources section was another big feature. Using the custom structure and reorganizing their information in a way that made a lot more sense. It was really easy for them to add new content, wherever it needs to be."

"For HealthLoop, we made use of the staging site," Margowsky said. "We have a maintenance contract with their team, so we are constantly showing them stuff that on staging that we're pushing through to the live site."

## The results.

The HealthLoop team can now make changes in real time across their website. The team was also able to integrate with external sites to handle scheduling for demos, a subdomain that houses content for a patient portal, and their HubSpot account.

"A lot of the forms, and even the blog itself isn't actually WordPress," said Margowsky. "We did do the design for what those blog pages look like, but they're running it through HubSpot."

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This way they can track more of the metrics they wanted. The key in the HealthLoop redesign is that everything flows, and nothing is hidden in a way that makes it difficult to edit."

## About WP Engine.

WP Engine is the world's leading WordPress digital experience platform that gives companies of all sizes the agility, performance, intelligence, and integrations they need to drive their business forward faster. Founded in 2010, WP Engine is headquartered in Austin, Texas, and has offices in San Francisco, California; San Antonio, Texas; London, England; Limerick, Ireland, and Brisbane, Australia.