

Barrow Neurological Institute Case Study

About Barrow

Since their doors opened as a regional specialty center in 1962, Barrow Neurological Institute has grown into one of the premier destinations in the world for neurology and neurosurgery. The highly-skilled and comprehensive team of neurological specialists have vast experience treating patients with the rarest neurological disorders through a complete spectrum of care – from diagnosis through outpatient neurorehabilitation – under one roof.

Barrow Neurological Institute is home to esteemed residency programs in neurology, clinical neuropsychology and neurosurgery that attract some of the brightest minds and educate the next generation of experts in neurology and neurosurgery. The neuroscience researchers at Barrow Neurological Institute are dedicated to investigating and discovering new and powerful therapies for clinical use and are on the cutting-edge of research in neurodegeneration, imaging and neurobiology.

Barrow Neurological Institute: Discover. Educate. Heal.

About the Project



Barrow Neurological Institute needed a compelling and comprehensive website that provided information on the cutting-edge research across the neurosciences while also appealing to each audience segment: current patients, potential patients, caregivers, physicians, healthcare providers, employees and partners.

Frustrated with the website's poor organizational structure and usability, Barrow wanted to transform the outdated look and feel into a cleaner experience to accurately represent their position as one of the premier destinations in the world for neurology and neurosurgery.

Aside from creative aesthetics, the site architecture, navigation and user interface needed a complete restructure to allow for clearer pathfinding. Creating clear lines between various stories the site is telling and catering to the visitor's desired actions allowed Barrow to leverage the website as a powerful informational, lead generating and thought leadership tool.

A No-Brainer Decision

Barrow Neurological Institute started working with emagine after conducting a search for a Healthcare Web Design & Digital Marketing Agency that could differentiate them online.

Tired of seeing the same, generic layout and conventional style of a typical healthcare website, Barrow was ready to push the creative limits and bring a fresh approach to hospital website design. Barrow needed a cohesive, streamlined, stronger presence capable of impacting the growth of the organization while offering a more intuitive user experience to encourage users to stay longer and truly interact with their content.

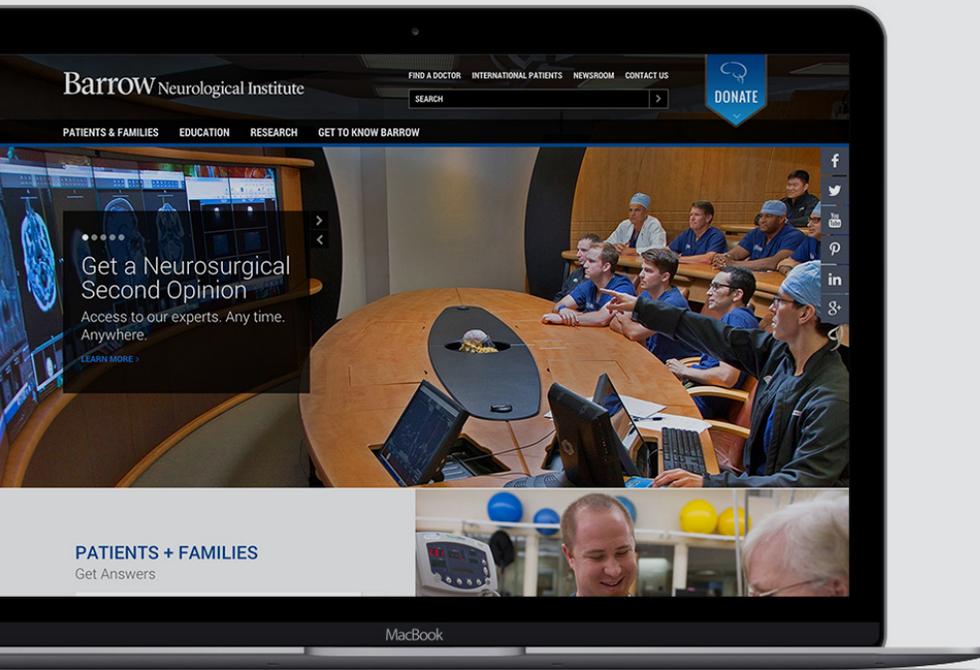
From a management perspective, Barrow's in-house digital marketing team was in search of a Content Management System that was easy to use, flexible, secure while meeting functional experience requirements for the end user was critical for long-term success.

A Creative Prescription for Better Hospital Marketing

The first step in Barrow Neurological Institute's website redesign was overhauling the information architecture to ensure a solid foundation for an intuitive experience. During a two-day on-site planning workshop, the project team identified Barrow's target audience and created user profiles to inform the site journey and page flow. Big-picture marketing goals and objectives were assessed to ensure consistency.

Based on the team's upfront planning, key user flows and critical call-to-actions (CTAs) could be established and a new streamlined sitemap was created. The layout and structure aligned user goals with the extensive research and educational information available. Opportunities for engagement were elevated by connecting specialized care options, specialized care treatments and the appropriate staff member to contact. A logical navigation and page flow aligned with user needs were implemented to facilitate longer browsing sessions and increased engagement.

A website's homepage is the first impression and ensuring it is a positive one is imperative. Barrow's homepage effectively features a variety of topics as doorways into the site, while minimizing information overload frustrations of the former site. Users have the option to choose the topic that best matches their reason for visiting the site. Each user persona's motivations, interactions and potential website journey were considered to map the page flow to a conversion point. This approach supports Barrow's goal of effectively telling their brand story while educating and helping their audience of patients, caregivers, physicians, providers and partners.



Compelling visual designs and patient-centric imagery was applied to spatially orient users and deliver an experiential and visually appealing journey.

The goal was to create a fresh, cutting-edge, superior design that fits within the context of Barrow as a premier destination for neurology and neurosurgery with highly-skilled researchers and specialists to treat even the rarest neurological disorders. Barrow's web design leveraged vibrant patient-centric imagery. A historical timeline properly captures Barrow's impressive growth into one of the premier destinations in the world for neurology and neurosurgery.

Additionally, we strived to replicate Barrow's specialized in-house experience with a cohesive aesthetic featuring physicians, researchers, clinic benefits, and a wealth of resources in a new, easily accessible way. This continuity combined with responsive design provides an enhanced user experience across screen sizes.

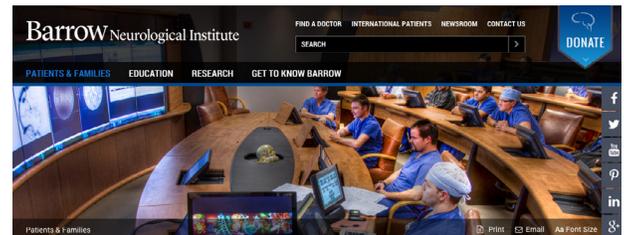
“

It was a 'wow factor'. emagine was a group of individuals who *clearly* had the knowledge, the ability to design, organize, coordinate and implement a web presence that would take us to the level we wanted to be at. But, the intangible was *who* they were.

—

Judd Shaft
Director of Informatics

”



Patients & Families

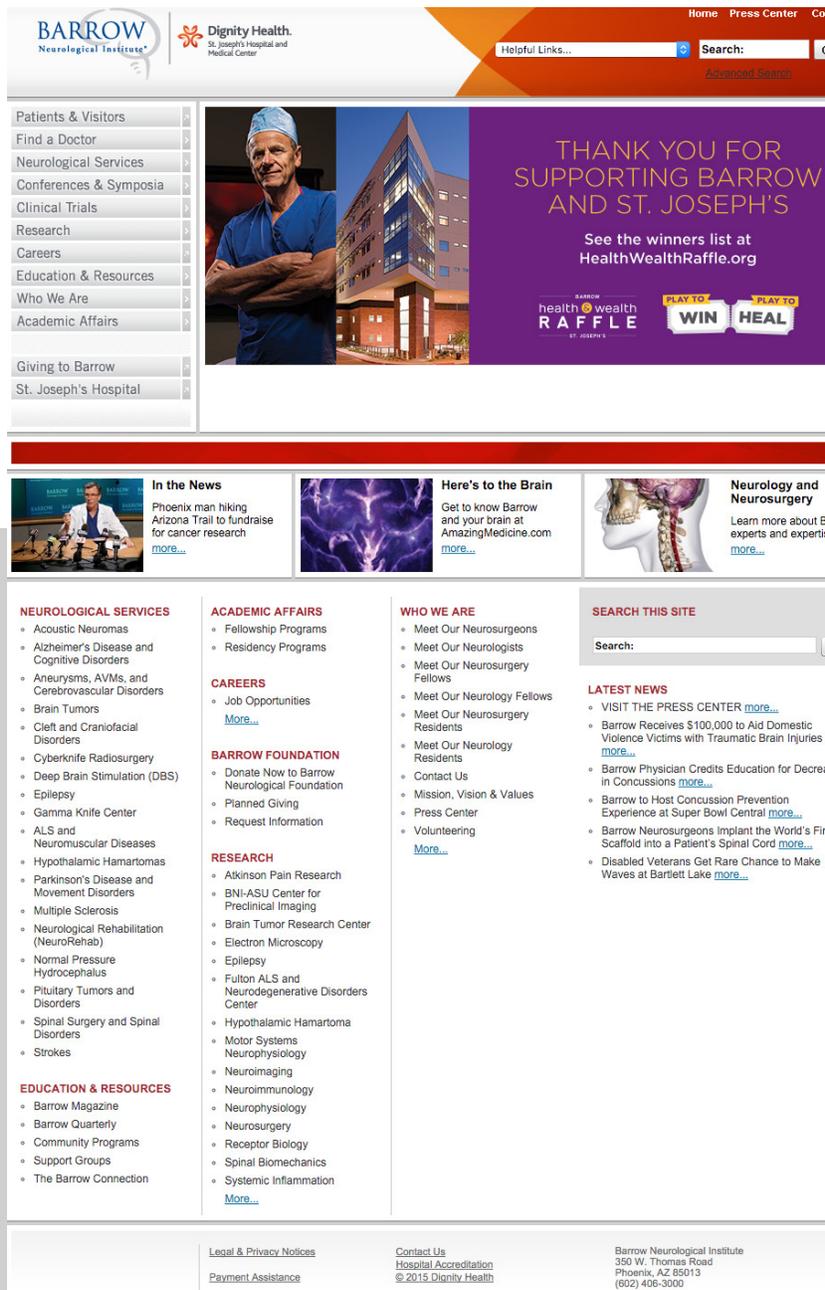
 <p>Find A Doctor LEARN MORE ></p>	 <p>What We Treat Search by Disease or Condition Learn About Tests and Procedures LEARN MORE ></p>	 <p>Get a Neurosurgical Second Opinion LEARN MORE ></p>
 <p>Find a Clinical Trial Informed Consent Research Subject Bill of Rights Phases of a Clinical Trial Questions for Your Doctor FAQ LEARN MORE ></p>	 <p>Find a Support Group The Barrow Connection Support Groups Community Programs Volunteering Barrow Magazine LEARN MORE ></p>	 <p>Prepare For Your Visit Become a Patient Patient Surgical Guide Facility Map Medical Transport Travel, Lodging & Maps International Patients LEARN MORE ></p>

Barrow Neurological Institute | Dignity Health | Barrow Neurological Institute | Copyright 2015 | All Rights Reserved | Legal and Privacy Notices | Site Map

Previous Website

When Barrow Neurological Institute came to us, their website was in dire need of a refresh. Beyond an overwhelming navigation and dated design, the website wasn't developed to display across screen sizes in a way that could be considered "adequate," let alone stellar. Performance in search engines was not up to par with the quality website traffic Barrow envisioned. Additional challenges and frustrations with the previous website include:

- Inability to integrate seamlessly with video and multimedia content
- Lacked capability for smooth integration with future patient portal
- Inefficiencies in content management management processes including the ability to credential editors
- Didn't allow for a functional way to connect potential patients with doctors and clinical professionals

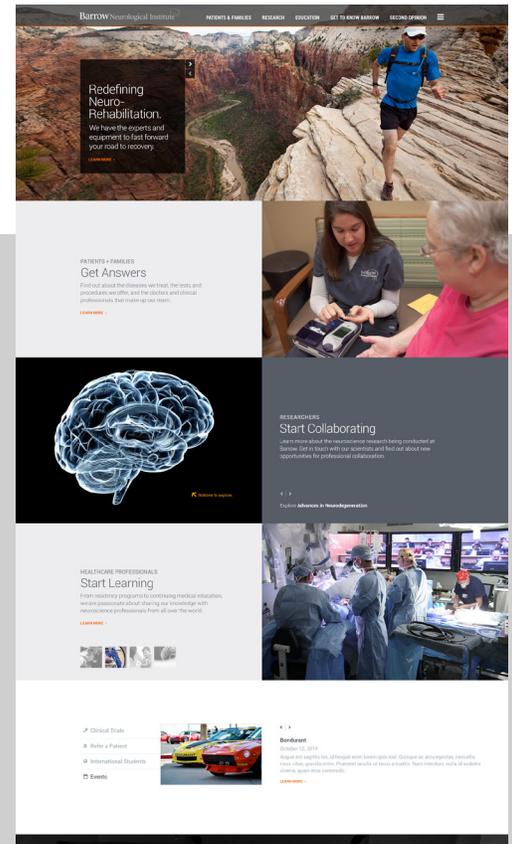
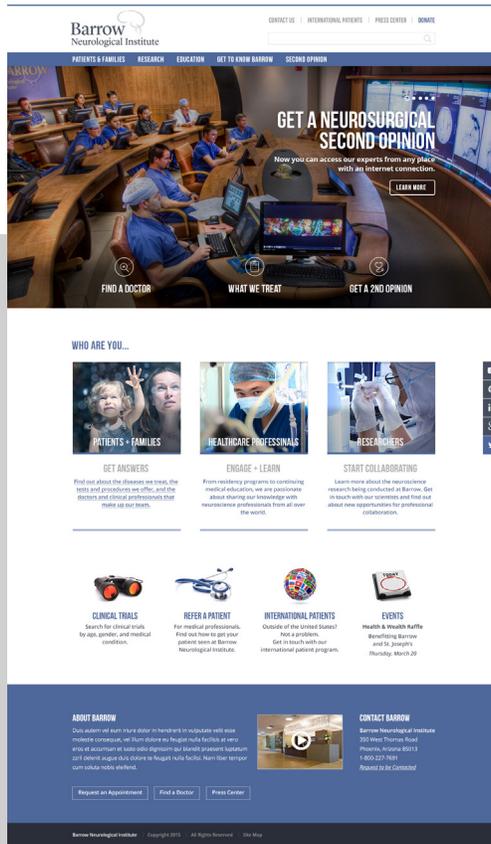
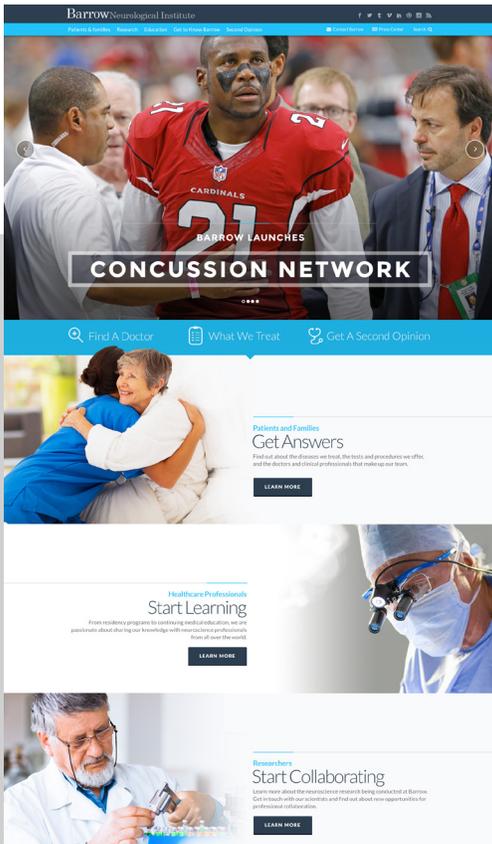


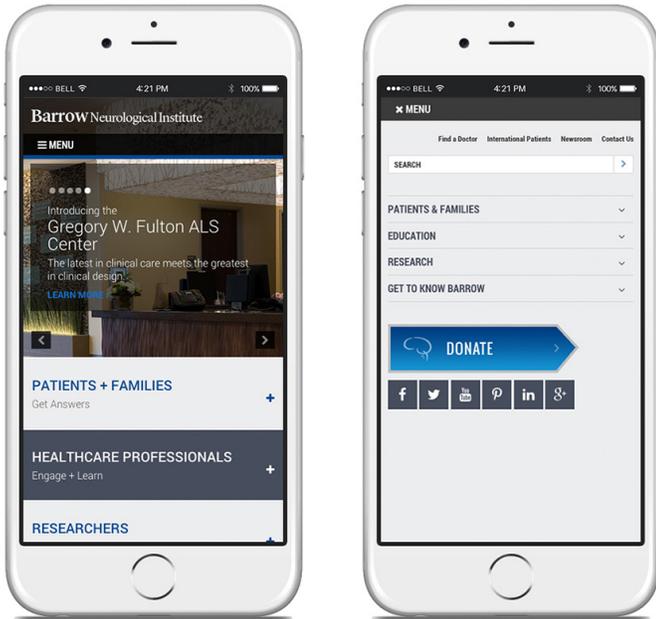
Project Goals + Objectives

With this redesign, Barrow Neurological Institute sought to reimagine its web presence and leverage the new site to become the most comprehensive source for neuroscience information on the web. Project goals and objectives included:

- Differentiate Barrow within the Healthcare space online
- Showcase excellence in patient care and advancements in the neurosciences
- Deliver unparalleled education
- Designed with the perfect blend of modern, high-tech, innovation and empathy
- Architect a seamless, intuitive web experience
- Anticipate scalability + growth
- Implement a strategic, focused SEO strategy

Design Concepts





Like many of our clients, Barrow Neurological Institute needed a flexible, stable, and secure Content Management System to act as the control center and engine of their marketing efforts.

Furthermore, Barrow needed the capability to quickly and easily create content with creative freedom. We have customized WordPress as an enterprise-grade CMS with solutions and features specific to healthcare organizations, allowing us to deliver a powerful platform that is as functional as it is beautiful.

“

WordPress has turned out to be a great enterprise-level CMS. It's up there with the best of them. Certainly, the best CMS I've ever used and it's made managing the site so much easier. emagine's ability to develop on the platform is really comprehensive. Every custom solution I've needed they've been able to come through and address it.

Andrew Wachtel
Digital Marketing Analyst

”

Results

It's clear that Barrow Neurological Institute differentiated themselves online and is a prime example of how a Healthcare organization can push the creative limits while still conveying the significance of remarkable research, patient care and education in neurology and neurosurgery. Results since the new website launched in October 2015 prove the positive impact the redesign had especially on improving the quality of traffic, a previous issue with the old website.

Overall Traffic

34% increase pages visited/session
57% increase avg. session duration
23% decrease in bounce rate

Organic Traffic

43% increase pages visited/session
69% increase avg. session duration
29% decrease in bounce rate

About emagine

With a team of nearly 50 talented individuals — web designers, web developers, project managers, digital marketing strategists, website support and maintenance specialists, and hosting specialists — emagine has unmatched web design and development experience in the Healthcare sector.

With unique challenges presented in the healthcare space, you need to feel comfortable that your digital marketing partner has walked this road before, and will be there to guide you through the various nuances and “speed bumps” of this very sensitive market.

We help our Healthcare clients create websites that speak confidently and appropriately to all audiences, express volumes of content in easily-digestible ways, and plan for regulatory reviews.

Backed by 20 years of experience, our team can differentiate you online while still providing the functional experiences that are expected in the Healthcare space. We'll look to push your creative limits while still conveying the value of your services, research, patient care and education with crystal clarity.

Transform Your Digital Presence

Contact Us

www.emagine.com
877-530-7993
info@emagine.com

Locations

1082 Davol Street
Lower Level
Fall River, MA 02720

150 E. Palmetto Park Road
Suite 800
Boca Raton, FL 33432

Connect on Social

