



Weight loss center's new website creates a friendly consumer experience

Overview

North Kansas City Hospital (NKCH) is an acute care facility with a strong commitment to the health and well-being of the Northland community. When they opened their brand new location for weight loss management, Total Weight Loss Center, they wanted it to have its own web presence, offering a very retail-oriented experience.

Solution

To assist NKCH in developing a new website, WebMD Ignite researched competitors, best practices, market opportunities, and service line strengths. After a thorough review, WebMD Ignite proposed a design concept using a set of unique calls-to-action (CTAs) in conjunction with a very simplified site architecture to drive users through the site in a meaningful, user-friendly, mobile-first way.

The end result is a modern, fast-loading, and well-organized website, complete with strong CTAs, clean navigation, engaging graphics, and relatable imagery. Users can easily find both surgical and non-surgical weight loss options and learn about the differences between the two.

CLIENT



SOLUTION

Digital Experience Engine

90-DAY RESULTS

Online seminar registrations

1,058↑

Form submissions

729↑

In-person seminar registration

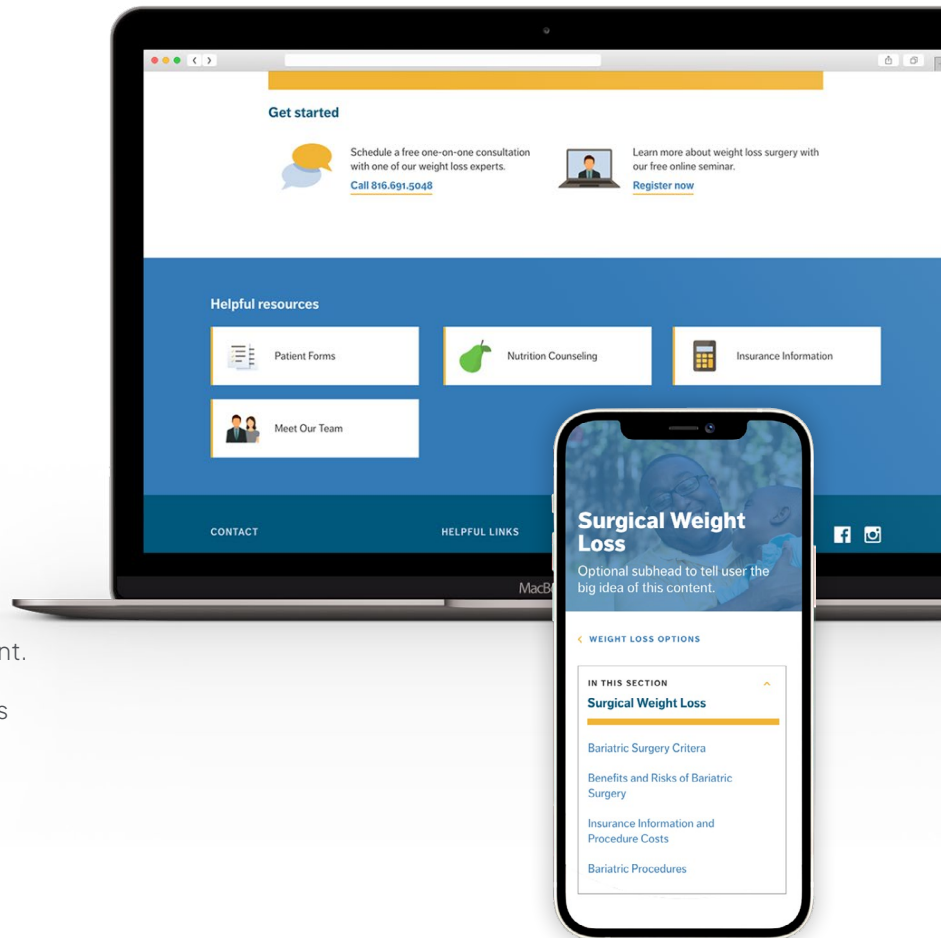
113↑

Pre-screening assessments

13↑

Website features

- Consumer-friendly interface includes bright colors, ample spacing, custom icons, and subtle animations.
- Flexible working spaces provide for a variety of content needs.
- Interface design stays accessible across the entire site.
- Custom icons and illustrated elements, along with strategic use of clear space and other design choices, combine to create a friendly, consumer-centric experience, rather than a clinical one.
- A great mobile experience was a top priority. A fast loading, intuitive interface makes it easy for patients to find and engage with content.
- Site information architecture drives conversions by helping users determine which weight loss option is best for them.



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