

# Case Study: Medical Equipment Provider Website

Orbit Medical: [www.orbitmedical.com](http://www.orbitmedical.com)



## Highlights

### Rebranding the business.

Orbit Medical's old website had thousands of products that customers were not buying. Primarily, Orbit's customers buy through insurance: using a customer service representative. Orbit's new website was redesigned to reflect this process, while simplifying the brand message.

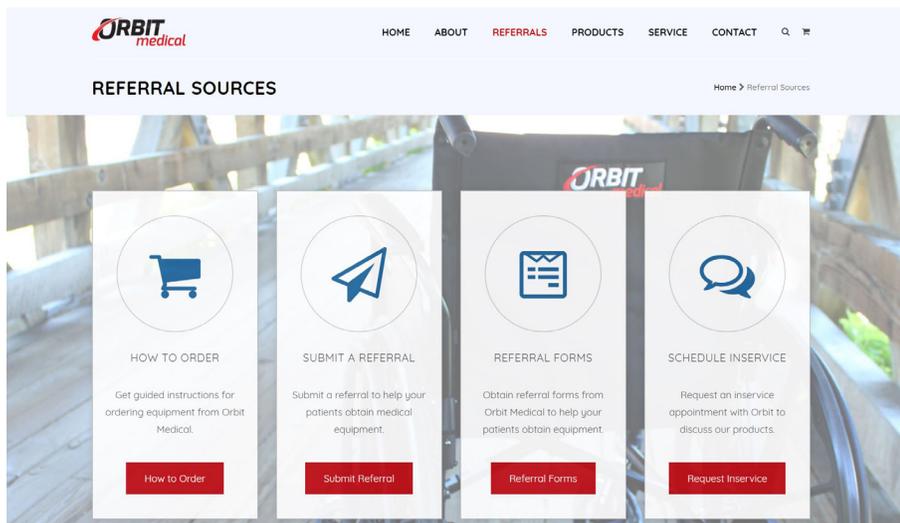
### Huge cost savings for customer support.

CueCamp helped analyze how Orbit Medical's customers interacted with the business itself, and created website forms for both new and existing patients to order equipment through insurance, request service on equipment, and request supplies online.

The new customer support process enabled by the website allowed Orbit Medical to handle the same level of customer service with two fewer full-time employees, saving them over \$60k per year.

### Simplifying messaging and organizing content.

Besides a rebranding strategy, Orbit Medical's website was restructured to emphasize user-experience (UX) for its customers. Most of the website content was rewritten to clearly state what the business offered for major stakeholders. Personas were researched and identified by CueCamp to create a new website that met the needs of different types of individuals doing business with Orbit Medical.



*referral sources page on orbitmedical.com*

**\$60k**

per year savings in customer support costs.

**1200%**

increase in online interactions with customers.

**19%**

increase in return visits of all website users



# “The old site failed to match the needs of the business.”

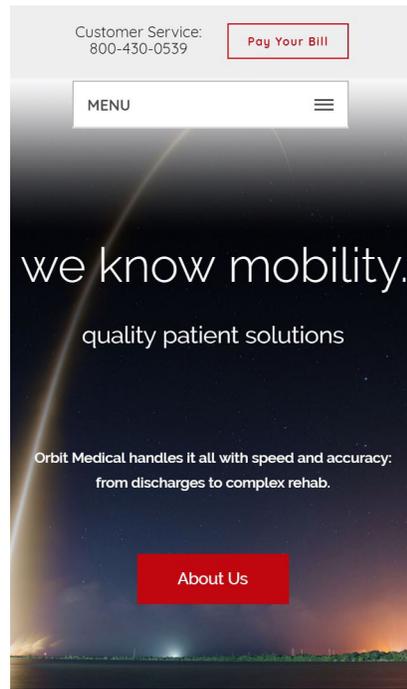
As can be seen to the right, the old Orbit Medical website prioritized e-commerce over all other goals. While e-commerce is important, other aspects of the business such as customer service for existing patients were neglected.

## Color Psychology & Branding

In addition to building a beautiful new website, some rebranding was done to lessen the dominant red colors that were used prior. While red is a powerful color and works well for error messages (a stop signal), research shows it can appear harsh and convey the wrong sentiment to users. Part of CueCamp’s role was to introduce medical blue colors into the new website to convey the correct color psychology to users.

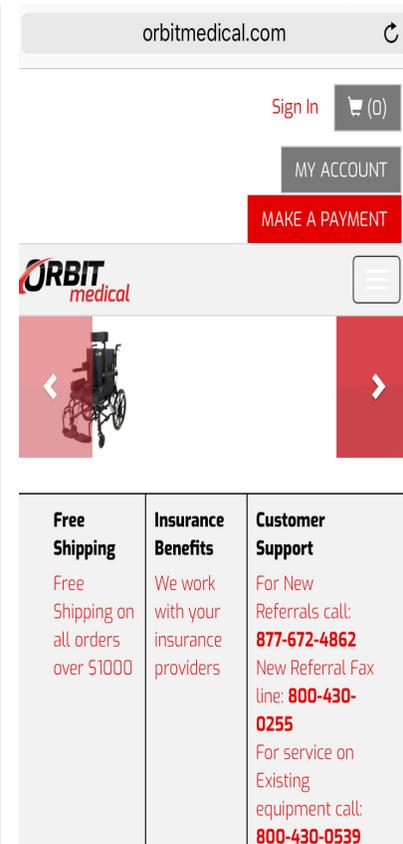
## Mobile-Friendly Strategy

Increasingly, website traffic comes from mobile devices: where mobile device views outweigh those coming from a desktop browser. As can be seen, the old website did not display well on a mobile device.



WELCOME TO ORBIT MEDICAL

*new website*



*old website*

# Business Goals Achieved

## Streamlined Sales Process

The old Orbit Medical website aimed to become an e-commerce juggernaut. However, most of Orbit’s patients were near one of Orbit’s physical office locations, ordering equipment via an insurance application.

The new website streamlined the total products being offered through the website: giving users a clear picture of the types of equipment offered by Orbit Medical. Besides supporting e-commerce and allowing online purchases, products that could be obtained through insurance now offer an online application on the product page.

By far, the majority of equipment orders utilize insurance, which is now supported by the website. This has allowed customers to provide information electronically, rather than customer service agents transcribing patient details over the phone: resulting in a major time savings to fulfill orders.

## Operational Efficiency

Workflows were improved throughout the company using technology empowered by the new website. Customers, partners, and employees of Orbit Medical utilize information and interactivity provided by the new website to fulfill their needs.

Orders are now generated online and automatically entered into Orbit’s software for fulfillment.

Additionally, customers can request service without having to pick up the phone; partners can request an in-service or refer a patient; and customer service representatives can answer questions or fill orders electronically.

The functions now available on Orbit Medical’s new website have not only increased operational efficiency internally, but have also raised customer satisfaction.

## Referral Sources

A major source of client acquisition for Orbit Medical is from ‘referral sources’, or other medical institutions in need of medical equipment for their patients.

The website redesign created a referral source portal that allowed these referral sources to submit information online: replacing an outdated system of calling customer service or using a fax machine.

## For More Information

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