Case Study

Downtown Dermatology

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k2d squared

Industry
Healthcare

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Background

Downtown Dermatology is a Columbus, OH-based dermatology office that specializes in a variety of cosmetic and medical services.

Goals

Downtown Dermatology was looking for an online environment that truly reflected the office atmosphere. They needed a powerful marketing tool to showcase their branding efforts and captivate their target audience. In addition, they were looking for a simple way to inform incoming patients, educate the public on skin care and showcase their promotions.

Challenges

Special attention was required in three main areas:

- Needed to successfully rebrand the site to be consistent with Downtown Dermatology's vision and office experience
- Effectively communicating to two different and unique audiences (medical and cosmetic)
- Integration with a third-party patient resource database

Solution

The initial focus was to identify and implement an online voice for Downtown Dermatology. The site was rebranded around creating a seamless office and online experience by creating separate landing pages for the medical and cosmetic audiences, allowing Downtown Dermatology to speak uniquely to each, and increase conversion rates. k2dsquared enhanced the patient experience by integrating a sortable Health

Resource Data Feed, allowing people to research various skin conditions, tests, procedures, and medications. Google mapping technology was added for new and current patients, allowing them to find the office from any location. Lastly, a full site search was implemented, giving users a quick tool to access content as needed.

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Results

Downtown Dermatology found the new site to be clear, consistent, and in line with the quality of an in-person office experience. Kentico CMS was able to provide a content management system that could keep up with the growing needs of the office's clientele.

Key criteria for selecting Kentico CMS

Kentico CMS was selected by Downtown Dermatology for the following reasons and features:

For the end user:
- Ability to manage websites through a web browser anytime, anywhere
- Easily edit text and insert images using a WYSIWIG editor
- No technical knowledge required

For developers:
- Flexible platform to meet clients' needs
- ASP.NET architecture
- Open API and customizable providers

For k2dsquared:
- Highly intuitive UI
- Responsive technical support to clients 24/7
- Affordable and flexible licensing