



www.eatingrecoverycenter.com

Do you think you have an eating disorder? [Take the quiz](#)

Talk to a Masters-Level Clinician **1-877-711-1878** [Available Hours](#)

EATING Recovery CENTER

RECOVERY CENTERS CONDITIONS FAMILIES PATIENTS PROFESSIONALS ALUMNI ABOUT US

Your Place for Healing and Lasting Recovery

You're not alone in your struggle. We provide hope and a path to recovery for eating disorders at all levels of care.

[LEARN MORE ABOUT US](#)

Eating Recovery Center

iMedia

Welcome Patients Families Professionals Alumni

Schedule a Free Consultation

Please answer the following questions

I am seeking treatment for: *

Myself

Do you make yourself sick because you feel uncomfortably full? *

Often Sometimes Never

Do you worry you have lost control over how much or how little you eat? *

Often Sometimes Never

Do you believe yourself to be fat when others say you are too thin? *

Often Sometimes Never

Have you recently lost or gained weight? *

Yes No

Would you say that food dominates your life? *

Yes No

Your Personal Information

First Name: *

Last Name: *

HEALTHCARE
MENTAL HEALTH SERVICE

Mobile sessions increased by

44%

Background

Eating Recovery Center is an international center for eating disorders recovery providing comprehensive treatment for anorexia, bulimia, binge eating disorder, and other unspecified eating disorders. They offer healing and hope for a lasting recovery to individuals and families suffering from an eating disorder. Utilizing a full continuum of care, Eating Recovery Center provides expert behavioral health and medical treatment in an environment of compassion, competence, collaboration, and integrity.

Goals

Eating Recovery Center is very passionate about their mission to offer healing and hope for a lasting recovery while making sure that they are doing the best they can to help their clientele. For many of their clients, the website is the first point of contact with the brand.

Challenges

The existing site had several challenges that ERC was looking to overcome to make it a cleaner and less stressful approach to finding help. For many of their clients, the website is the first point of contact with the brand. The new site had to speak to the wide variety of people that were visiting with unique interests and goals. ERC wanted to make their site a more helpful resource by giving their clients better insight into the process that they handle every day.

Solution

The Eating Recovery Center wanted to make its website as easy to use and stress-free for visitors as possible. iMedia worked together with Eating Recovery Center's team to visualize and develop the best user experience possible in the industry.

The iMedia team redesigned the site in a way that the website now has customized content for various groups of users, leading to a more efficient way to navigate through the site based on each persona's needs and interests. This was implemented by customizing the experience for the personas (patients, families, professionals) via unique content that was important to each.

Next, the iMedia team identified what best practices needed to be built and what was available utilizing Kentico's capabilities. The iMedia team determined that the ERC would best benefit by using custom web parts and Kentico default Widgets with styling changes, just to name a few. Additionally, the team built the Kentico Templates with a folder structure in both the Content Tree and Media Libraries, and created forms. Kentico's



user restrictions allowed iMedia to build workflows in Kentico to give various levels of access to the ERC team depending on their job level.

As a company within the Healthcare space, there are many security requirements the ERC needed iMedia to follow. One of the bigger projects was to integrate with Salesforce to build out special forums for the ERC team.



Results

Since launching in early January 2017, ERC has already seen a positive improvement in their site traffic. Users can quickly navigate through the site to find the necessary information to seek help. The stats below depict the changes between three months before launch and three months post launch:

- page views have increased by 42%
- mobile sessions increased by 44%
- overall Bounce rate decreased by 5%
- 29% increase in returning visitors
- 6.38% increase in contributed social conversions

Key Criteria for Choosing Kentico

- easy to use/figure out
- affordable price
- customization capabilities
- user restrictions—able to add workflows based on the level of employment
- ability to upgrade as versions come out to lessen the risk of becoming out of date



- future possibilities with adding EMS

iMedia

iMedia provides cutting-edge, customized websites and mobile experiences using innovative digital strategies and techniques. These services, coupled with our expertise in IT solutions and digital marketing, help companies communicate more efficiently and maximize productivity and profitability.

iMedia works with clients in multiple verticals including manufacturing, professional services, software, education, the performing arts, medical / pharmaceutical, retail, and in the non-profit sector.



Jessica Lago
715 Main St.
Boonton, NJ 07005
<http://www.imediainc.com/>

Jessica Lago