

success story: **wired.MD**



A provider of patient education tools launches their product with a site that meets the needs of the time-pressed customer.

www.wired.md

■ Challenge

When wired.MD, a provider of streaming video patient education, was ready to launch their product and their company, they knew they needed a site that would reach a diverse audience composed of healthcare professionals, reporters and industry analysts. The challenge was to create a site for people who need to get straight to the facts quickly and easily, while introducing a revolutionary concept in patient education.

■ Solution

Tweak developed a branded interface and content strategy that communicated qualities important to wired.MD's customers: credibility, expert knowledge and ease of use. The interactive features made it easy for medical professionals to evaluate the product and share information with their colleagues, a key factor in their decision making process. Tweak also created a newsroom with current company information, as well as research supporting the use of point-of-care video educational materials, making it easy for media professionals to find all the facts they need.



■ User Experience

Early in development, the wired.MD site was tested in a paper-prototype form with doctors and reporters to ensure that it helped them find information quickly and without frustration. This process gave Tweak insight into the effectiveness of the navigational nomenclature, task flow and product information. After initial testing, the site was refined and re-tested with doctors who received the new site—and the wired.MD product—with great enthusiasm.

■ Result

Immediately after launch, wired.MD received national media attention and used the site to successfully market their product at trade shows. The in-house sales team used the site to give remote demonstrations and capture prospect information. Said John Friess, Vice President of Marketing, "Tweak created a tool that propelled us into the market and successfully supported our sales efforts. They did it efficiently, effectively and quickly which, as a new company, was very important to us. We are and will continue to be their biggest advocates."