Web Design that helps you Find a Doctor

Establishing and adhering to a central marketing goal at a large institution can be challenging. BDi gained consensus that driving patients to doctors was the key goal for new web site design. We created an easy to use navigation that allowed customers to find what they needed prior to being overloaded with multiple departmental options. Our idea was to provide a simple way to find a doctor: we developed a unique 'doctor finder' click-able human figure that linked the appropriate doctor with the treatment area selected.

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