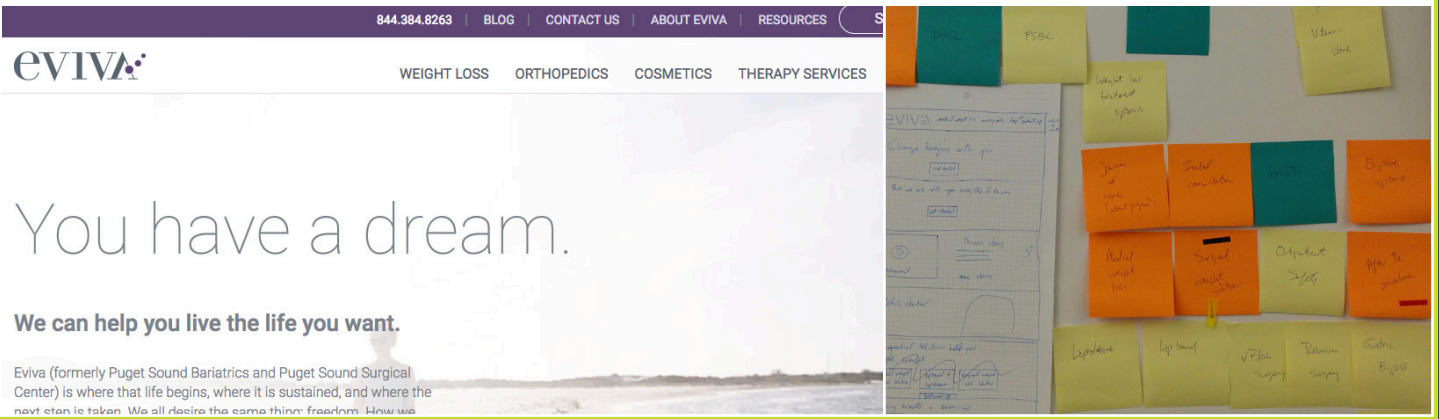


Eviva

Non-surgical, non-medical provider of outpatient laparoscopic procedures



Value Proposition

Customer Centric

Customer Journey

User Experience

Rebranding

Health clinic rebrands with an emphasis on reassuring nervous clients

Overview

A Seattle-area group of clinics that provided a non-invasive procedure invented by the clinic's doctors to help with extreme weight loss was struggling to differentiate themselves from other providers in the region. They were seeking help in explaining how their leadership in this area led to an experience that guided patients all the way through their procedure.

Process

Prospective patients to the clinic had multiple concerns. After all, these people who were often suffering from a level of obesity that required medical intervention felt nervous about taking the first step to achieving better health and life outcomes. Visiting a website with information was one thing, but making a connection to begin the surgical process was on an entirely different level.

NORTH THEN WEST CASE STUDY

North Then West's principal, Joel Magalnick, worked as part of a design and technical team that would tell the company's unique story by developing a customer journey to get prospective patients the information they needed about their weight-loss options and to connect them to the clinic for an initial conversation.

Through a better understanding of patient needs, established via user research, the team talked the client through a process that would digitally hold the hands of these prospective patients through a question-and-answer process. The process explained different types of surgeries and procedures available, including the unique surgery established by this clinic, as well as the pros and cons of each. The journey ended with a process for connecting the prospective patient to a medical professional in the clinic to set up a one-on-one consultation.

With a limited development budget and a short timeframe for completing the project, Joel and the team iterated through multiple versions of a customer journey, which then manifested into a set of templates and an architecture that would facilitate a cohesive design and content strategy.

Result

The rebrand and new site included a name change to Eviva. The rebrand resulted in an uptick of consultation requests and set a roadmap for future enhancements to the patient journey such as an internal dashboard for patients to monitor their health and converse with Eviva's clinicians.

Weight Loss Surgery

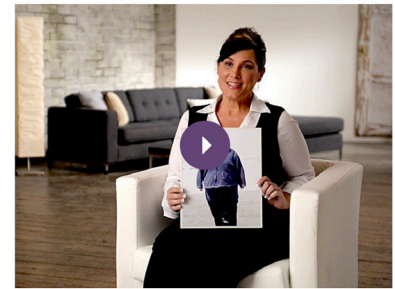
"I lost 210 Pounds"

Carrie Wilson

When Carrie first came to us, she could only stand for 10-15 minutes at a time. Her weight was impacting every area of her life, and she was ready for a change. She came to Eviva, formerly Puget Sound Bariatrics, and was ready to take the next step. Working hand in hand with our staff, we helped Carrie reach her goals, and fulfill her dreams. As the weight came off, Carrie began to, "Start exercising, and start getting out there". She's gone through three wardrobes, and she plans to go through a couple more!

[MORE STORIES](#)

*Results and patient experience may vary.



You are at the center of a team dreams.

We are the surgeons who pioneered the outpatient board-certified surgeons, physicians, and dietitians program tailored to your story.

[MEET THE TEAM](#)

How can North Then West help your company refocus your value proposition to become customer centric? Reach out to us!

Contact joel@norththenwest.com or call 825-436-2035