

WeDo

ONLINE ORDERING PORTALS • CASE STUDY

Healthcare



CHALLENGE

A network of urgent care clinics that were going through a rebranding due to a corporate merger needed a fast and convenient way for the clinics to get updated forms, signage, flyers and other printed documents with their new brand and logo. They were preparing for several grand opening events to introduce their new brand to the local community, so time was of the essence.

SOLUTION

The regional director was thrilled with the idea of an online ordering portal as she liked that each location could be responsible for their own ordering which would make her life much easier. And she appreciated that the site could hide costs and other details from most users yet her higher permission level allowed her to keep tabs on all ordering and costs across all locations.

Once we designed all the items they needed with the new logo (business cards, posters, forms, flyers, window graphics, interior lobby signs, exterior signs), we then put images of all items onto the online ordering portal catalogs to make it super easy to find what they needed and quickly place an order. If needed, items would be automatically personalized

to that location. For the initial rebrand kick-off we printed and produced all items for all locations and even installed signage as needed.

Since the regional director was also preparing for grand opening events, we suggested putting many of the event materials on the site so that the clinics could continue to promote themselves at local community events. These included items such as invitations, posters, banners, table drapes, rollup banners, sidewalk flag signs, mugs, cups and more.

RESULT

The grand opening events were a huge success. All clinics were outfitted with their new name and logo on exterior and interior signage and all business cards and forms were updated as well.

The regional director reports that her staff is loving the online ordering portal, which they can see will make everyone's life a whole lot easier. And, after just two months of use, she is seeing the value and cost savings that come from using one vendor for all items across all their locations.

If you're ready to centralize ordering online, streamline workflow, control brand integrity and increase productivity, make an appointment with PIP today!



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