



CASE STUDY

Website Redesign Connects Community Hospital with Consumers

Going responsive and taking back control with a new content management system (CMS) is paying off big for Kedren Health.

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SITUATION

Kedren Health came to us with a very outdated site with major usability issues that needed more cohesion with the Kedren brand. Trusting our team of experts, they looked to us to create a strategy that would elevate the user experience while aligning it with the weight of the Kedren name — building a strong reputation in the community.

Our priority was to outline the goals of the redesign and refreshed logo, and this started with several strategy sessions with the Kedren Health team. They desired a fresh, compelling look and feel to liven their brand and, subsequently, the look of their print and digital marketing assets. While the brand palette called for a deep royal blue and yellow as foundational tones, the marketing decision-makers were open to branching out with other accent colors. Our designers kept within the vibrant and colorful theme that is tied to the community they serve and added seafoam green and purple as part of their healthcare website design inspiration.

If users access the Kedren Health website, it's usually because they need immediate medical services. They're looking for quick access to behavioral, primary, and urgent care services, as well as easy-to-reach directions. Mobile optimization is of high importance for this audience, since patients often seek information on phones and tablets.





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BUILD

In our strategy sessions with the Kedren team, we determined the right imagery would be warm and express compassion. Our team captured some breathtaking photography. We were excited to highlight images of the hospital, its team members, and the facilities on the newly designed website, but we knew that even the most beautiful photos aren't enjoyable if they take a long time to load.

Our front-end developers used JavaScript to dynamically manage requests for inline images; it prevents mobile users from downloading larger image files that are typically targeted at desktop users. This was especially helpful when loading the various tiles for the patient testimonials.

Having a clearly defined UX prototype, we jumped into applying the visual design to the layout. A major part of the design phase involved aligning the visual look and feel of the site with the Kedren brand guidelines that we helped define.

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RESULTS

Since the website launch and logo redesign in January 2020, Kedren Health has seen great results:

📈 **40% increase in sessions**

📈 **59% increase in pageviews**

📈 **71% decrease in bounce rate**



Their priority service lines are seeing notable sessions, with behavioral care getting the most pageviews among the service lines.

From the very first time we visited the Kedren Health facility to the day the new website reached its completion, we knew that this project was really something special. Our team was challenged and inspired by this redesign. It was our pleasure to build a website that captures the true essence of Kedren Health, a behavioral health hospital that embodies the warmth of the community that it serves.

Best of all, this improved functionality didn't mean the team had to sacrifice ease of use. This gives control of the site back to the Kedren team, so they can easily add or remove pages, images, content, locations, and news as the organization grows and evolves.

Check out the new Kedren Health website <https://www.kedren.org/> and let us know what you think!

If you're interested in learning more about our work with Kedren Health and other clients, or how your organization can make an impact through digital transformation, please call us at: +1-760-699-7800 or visit our contact page at <https://www.walkenhorstmg.com/>