

## Iowa Digestive Disease Center

### The Challenge.

Iowa Digestive Disease Center offers one of the most comprehensive diagnoses and treatment options for the full spectrum of gastrointestinal (GI) diseases and disorders. IDDC needed a design refresh to reflect current service portfolio and to establish itself as a premier healthcare provider in digestive care.

Second piece of the puzzle was to enhance the usability of current website so that patient can find information online instead of calling office for simple questions. IDDC also needed a better integration for its centers of excellence in the new design.

### The Solution.

Since web usability was at the core of new design, we decided to implement a non-traditional navigation scheme to make it easier for patients to find and consume information.

We also develop wireframes to better integrate two key areas – referring providers sections and online patient portal. This was need to improve user experience for the office staff of referring providers as large part of IDDC business comes from referrals. Online patient portal was also critical since it simplified the workflow for internal office staff at IDDC and made it easier for patients to request results and pay their bills online.

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### ORIGINAL DESIGN



### UPDATED DESIGN



**PROJECT SCOPE:**  
 Fully Responsive Web Design  
 Content Management System  
 Mobile Website, Custom Programming