

Web Dev & Design for Pharmacy Credentialing Org

PROJECT DETAILS

 Web Development

 Dec 2018 - Ongoing

“

“They took in our vision and made it into a coherent solution.”

PROJECT SUMMARY

In their partnership with a pharmacy technician certification firm, Orases restructured a website to more appropriately dictate a consumer’s journey. They also worked on presenting a guidebook more effectively.


PROJECT FEEDBACK


With the provided solution, the company feels more empowered to present itself as an industry leader due to the overall site quality. Users have found the site to be compelling, intuitive, and visually pleasing. Their project management skills propelled the engagement forward, sparking progress.


The Client

Introduce your business and what you do there.

We are the most trusted pharmacy technician certification organization with close to 300,000 active certified pharmacy technicians. That makes up the majority of the market. Our mission is to advance medication safety by certifying pharmacy technicians who are on the frontlines of patient care. I'm the director of marketing and communications.

 **Jill Spivey**
Marketing & Comm Director,
PTCB

 **Healthcare**

 **11-50 Employees**

 **Washington DC Metro Area**

The Challenge

What challenge were you trying to address with Orases?

Our website was antiquated, difficult to navigate, and aesthetically outdated. Because of all of that, it wasn't effectively communicating our message or mission as well as we wanted it to. We turned to them to help us tell our story.

CLIENT RATING

5.0

Overall Score

Quality 5.0

Schedule 5.0

Cost 5.0

Would Refer 5.0



The Approach

What was the scope of their involvement?

At first, they showed us wireframes before sending their sketches over to our designers. We went back and forth on design, but minimally. They were in charge of creating the site.

The navigation on the site has changed quite a bit with their help. With their team, we developed two distinct paths. People can find information in a standard way, searching based on credentials and using dropdown navigation options. However, we also looked at it from a customer experience standpoint because we serve individuals and organizations. When they arrive at the site, they can select what type of audience they are. That input will steer their journey on our platform. For instance, if you're a technician, you can focus your user journey on career advancement.

We also worked on a candidate guidebook, which is critical in communicating processes and policies. Before, the guidebook was essentially just a PDF on the site. That wasn't necessarily what we wanted because we wanted to be able to easily update and link to other pages. The integrity of the document was very important. They helped us make it more aesthetically pleasing and easy to read, and also provided necessary document controls.

They continue to update the site as needed, and we've also just elected to work with them on another site project.

What is the team composition?

Laura (Digital Project Manager, Orases) was our project manager. We communicated directly with her.



How did you come to work with Orases?

The graphic designers that we use on a regular basis partnered with Orases and brought them to us. That was nice because we had known the graphic designers for years and had grown a comfortable relationship.

What is the status of this engagement?

We started working with them in December 2018, and our team launched the site in October 2019. We're still working with them to tweak the site as it evolve



The Outcome

What evidence can you share that demonstrates the impact of the engagement?

We haven't had the opportunity to perform quantitative metric comparisons, but qualitatively we often receive praise on social media for the site's ease of use. Overall, our internal staff feels more empowered in marketing our products and credentials. It allows us to present information in a way that's compelling and easy for people to understand. In short, it helps support our mission.

How did Orases perform from a project management standpoint?

They set the bar for project management. I've worked with a number of consultants in the past, and several have been a bit disappointing. When hiring a partner, I expect them to manage the process. In our case, Laura has been phenomenal at managing the project and keeping us on task.

They communicated expectations for both parties. It was refreshing to have that clearly established in the beginning. I really credit their team with keeping the project on schedule.

What did you find most impressive about Orases?

The working experience was the most impressive. We could tell them about our concerns and dreams openly. They were able to translate our thoughts into something that makes sense. I was impressed with their ability to give us what we were asking for, and more. When something wasn't right, they were able to make effective corrections. They took in our vision and made it into a coherent solution.

Are there any areas they could improve?

I was a little surprised by the final budget because I didn't realize that some of our requests fell outside of the original scope. That caused a little sticker shock, and we had to reevaluate our priorities. I did appreciate how they communicated those changes though.



Do you have any advice for potential customers?

Let them do their jobs. I've never had such a positive experience working with an outsourced company.

