

CLIENT: **Medicall**

Headquartered in Pleasanton California, MediCall is a specialized clinical services provider, utilizing certified nurses, physicians, and pharmacists to support the medical management, workers comp, and specialty services segments of the US healthcare market.

Time Period of Project: March – April 2009

Deiverable: Corporate website for outsourced healthcare services firm Medicall

summary/overview

TeamAsia designed and built the company's website in 2005. By 2009, Medicall had expanded dramatically in client base and service scope. Medicall, pleased with the work TeamAsia had originally done on the site, again engaged the agency to renovate the website to reflect the company's development and service offerings. TeamAsia provided an updated design for the website, developed the site using PHP, and developed a content management system to allow non-technical personnel to update news posted on the site.

audience

The principal market is U.S. healthcare institutions and medical professionals who require administrative and business process assistance in the delivery of medical services.

objectives

The project was undertaken with the objective of providing a comprehensive overview of Medicall's broad range of expanding, outsourced support services and to develop a website that reflected the development of the company as a major supplier of these services to the US healthcare market. The following key messages were underlined in the development of the website:

1. Medicall provides a broad range of URAC-accredited, value-driven services to support the U.S. healthcare market.
2. These services are delivered by physicians, nurses, pharmacists and other clinicians within a HIPAA compliant, secure IT environment.
3. The company provides services in three principal disciplines: medical management services, workers compensation services, and pharmacy services.

Because of the company serves a high-stakes industry, it was critically important that the website credibly demonstrated the integrity and professionalism with which Medicall's services are delivered, including patient confidentiality and adherence to regulatory requirements.

TeamAsia's scope of work

Because Medcall is a professional medical services firm, TeamAsia developed a design that communicated professionalism, credibility, and integrity. Copy was written in a style with which medical management professionals are comfortable. The original virtual tour developed for the 2005 edition of the website was updated to showcase the professional facilities provided by the company in the Philippines. A content management system was developed to enable Medcall to regularly upload news to ensure that the website remains relevant and timely to visitors.

results

All in all, the renovated website (<http://www.medcall.us/index.html>) was delivered on time and on budget to Medcall. The company continues to engage TeamAsia because of its appreciation of the services delivered to regularly enhance the site and add new features as the company expands.

site URL

<http://medcall.us/index.html>

site graphics

