

Healthcare



Clients in this industry have experienced a major shift in how patient care is delivered. As a result, services must continue to evolve from traditional methods to digitally-enabled practices. Human-centered design is paramount. Technological implementations must enable cost-effective, reliable and scalable solutions.

About the Client

Based in Darmstadt, Germany, Merck KGaA is a leading science and technology company that operates across healthcare, life science and electronics.

The Challenge

The client needed an optimized digital experience that included an improved Thought Leadership strategy.

With more than 65,000 pages defining the content ecosystem, the site had multiple content stakeholders delivering highly complex, regulated data.

Actions

After conducting an extensive content audit, I provided a new strategy that streamlined content offerings based on audience behaviors.

I created the content framework, goals and objectives, as well as enhancements to templates, and content model recommendations.

Additionally, I created a strategy that integrated thought leadership throughout the site.

Skills Applied

Audience Research

Client Partnership

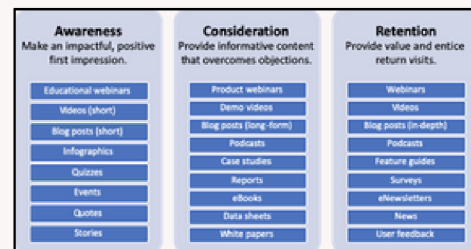
Research & Data Synthesis

Creative Strategy

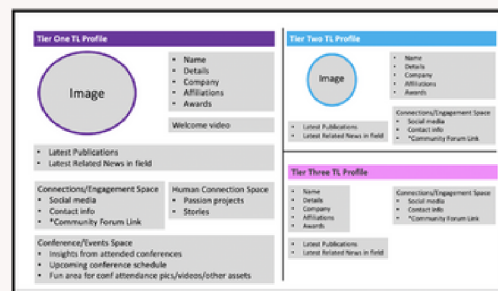
Results

 **75%**
Reduction in page count

Created guidance that provided the right content at the right time for the audience.



Concepts created that guided the approach to Thought Leadership.



Client Feedback

This is great! I love the way you handled internal and external communications. Your thoughtful approach has put us in a good spot, and I hope we can do phase 2 to 100 with you.

Sr Project Manager