

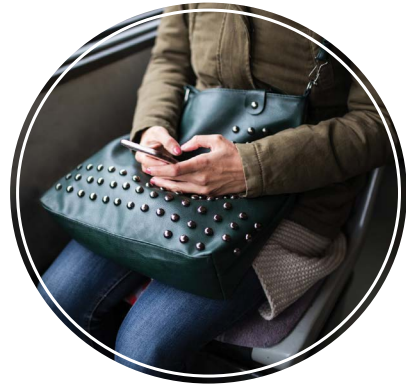
Consumer-focused  
digital experiences,  
optimized for  
healthcare





**H**ealthcare is changing. The way health consumers research care options. The way your patients interact with their doctors. The way you get paid for the care you provide. Finding success in this new landscape means embracing the power of digital in new and exciting ways to educate, engage, and convert your audiences.



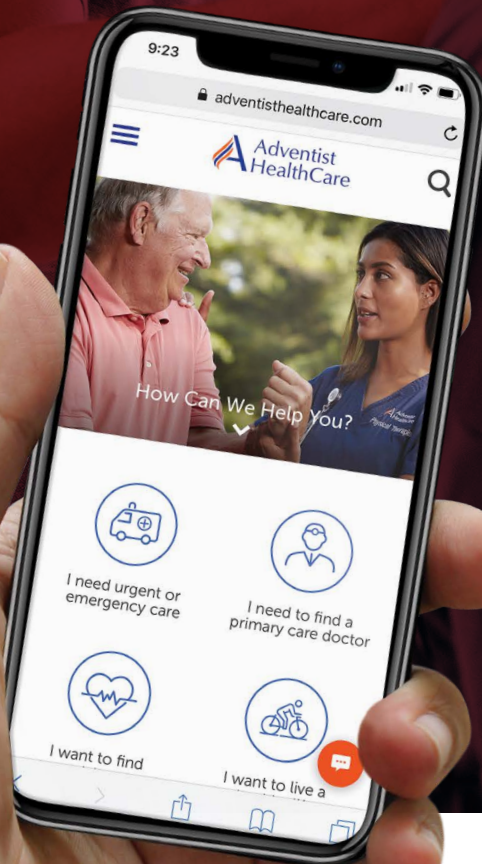


At Geometric, we spend every day helping healthcare organizations across the country leverage digital strategies to navigate the new consumer landscape. Our agency is the creative and technical power behind more than 500 digital experiences. You are probably familiar with our work. We've helped publicly traded, national health systems create service-line content that converts. Academic medical centers balance multiple brands. Community hospitals engage consumers with mobile-optimized user experiences. Clinics dominate their markets with online advertising and search optimization.

**And we will do the same for you.**

# What We Do

Geometric creates digital experience strategies that win new patients. And when it comes to implementing tactics, working with Geometric is like adding healthcare-experienced writers, art directors, interactive marketers, and Google AdWords experts to your team.



# Our Services



## Digital Experience Strategy

- Competitive Analysis
- Digital Experience Platform Planning and Selection
- Digital Front Door Strategy
- Measurement, Analytics and Optimization
- Personalization and Relevancy Strategy



## UX Research and Strategy

- Persona and Customer Journey Mapping
- Qualitative and Quantitative User Research
- Usability Testing
- UX Assessments and Consultation
- UX and Content Strategy



## Content Services

- Content Development
- Content Governance
- Content Marketing Strategy
- Copywriting
- Writing Workshops and Training



## Design and Development

- Brand Design Directions
- Design and Accessibility QA
- Design Systems including UI Component Libraries
- Digital Style Guides
- Front-End Development
- Rapid Prototyping and User Testing
- UX/UI Wireframes and Prototypes



## Digital Marketing

- Business Listings
- Display and Paid Social
- Paid Search
- Performance Marketing Dashboards
- Post-Click Strategy and Optimization
- Search Engine Marketing
- Search Engine Optimization
- Streaming Audio



## CMS & DXP Platforms

- Drupal Implementation, Migration and Upgrades
- Sitecore Implementation, Migration and Upgrades
- VitalSite Implementation

# Partial Client List

From geographically disperse health systems with large hospital networks to nationally renowned academic medical centers to single location, community-focused medical groups, we are 100 percent focused on helping healthcare organizations connect and engage their audiences online. Our clients have some of the most award-winning websites in the industry because we develop sites that are not only visually engaging but also focused on user experience.

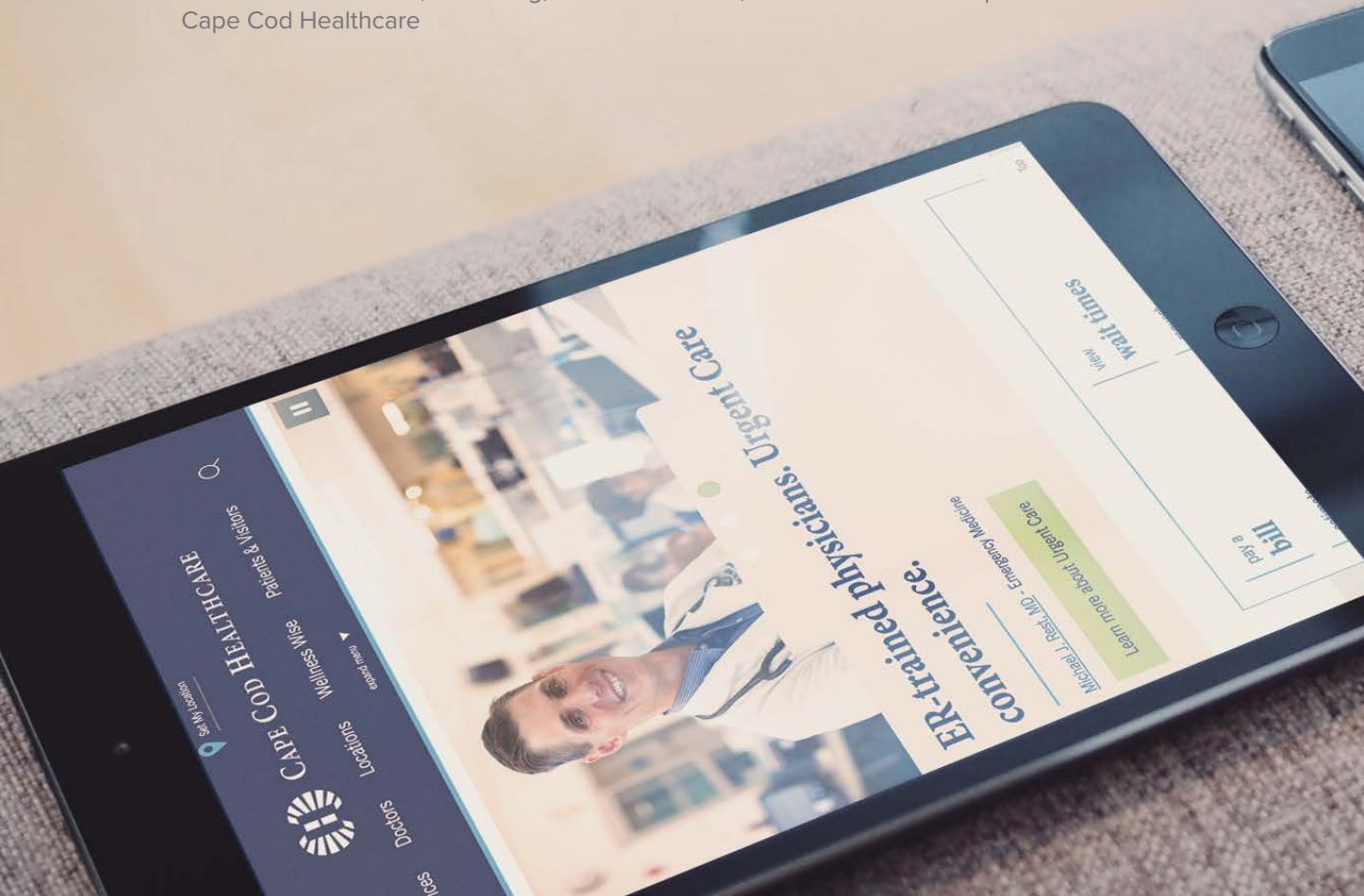
Here are just a few of the amazing healthcare brands we work with:



“Geonetric helped us take a strategic approach with our redesign. Their experts provided experienced, objective guidance at every turn and ensured our site met our organizational goals as well as kept the user in focus.”

### Patrick Kane

Senior Vice President, Marketing, Communications, and Business Development  
Cape Cod Healthcare



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