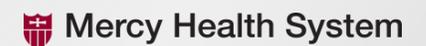


Web Design Trends for Healthcare

Geonetric Clients



Webinar Information

- Webinar lasts one hour
- Enter questions at any time
- Recording will be posted in our webinar archive within 48 hours
- Please take the post-webinar survey which will appear at the conclusion of the webinar
- Follow along on Twitter using the #Geonetric hashtag

Today's Presenter



Nathan Deklotz | Sr. Web Designer & Developer

- Expert at blending art and technology.
- Agency and TV experience.
- Has more than 15 years of experience creating exceptional digital experiences.

Web Design Trends for Healthcare

Design

Design is Subjective

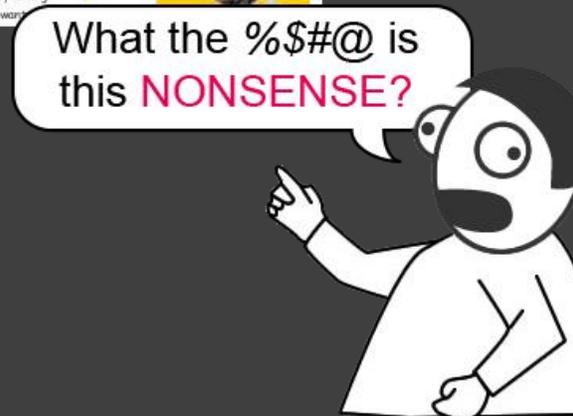
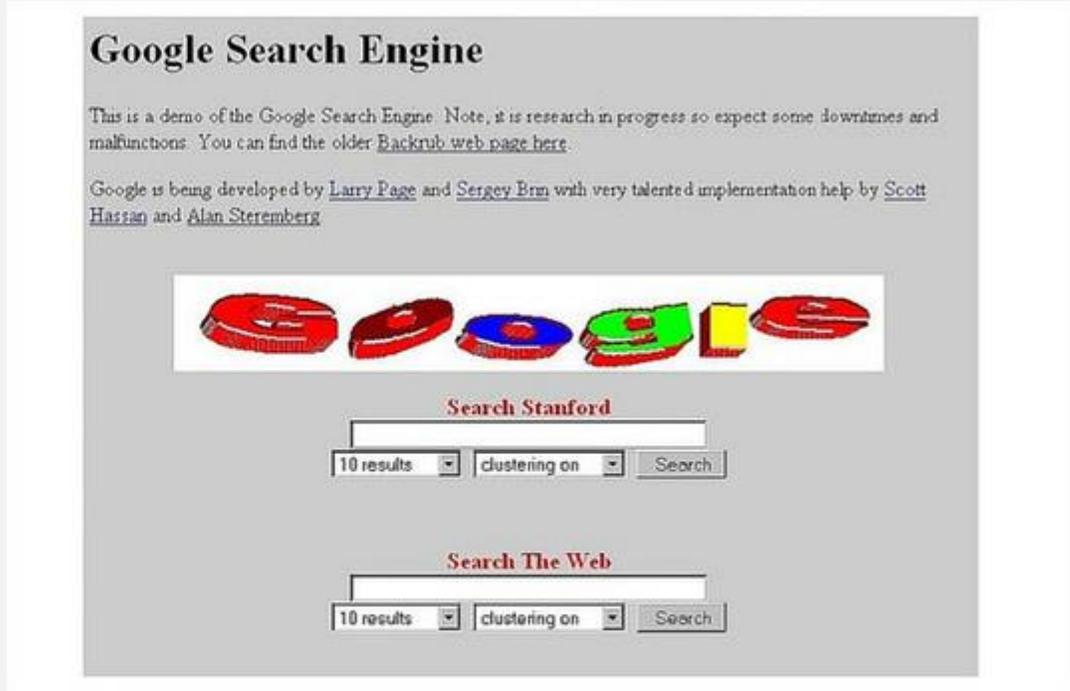


Image courtesy <http://theoatmeal.com>

Design is Current



Current



NOT Current

Hey Look...the box



Image courtesy <http://coffeybrosmoving.com/purchase-boxes-and-supplies/>

Current Design Trends

Responsive Web Design

Issue №
306



Responsive Web Design

by **ETHAN MARCOTTE** · May 25, 2010

Published in CSS, Layout & Grids, Mobile/Multidevice, Responsive Design, Interaction Design ·

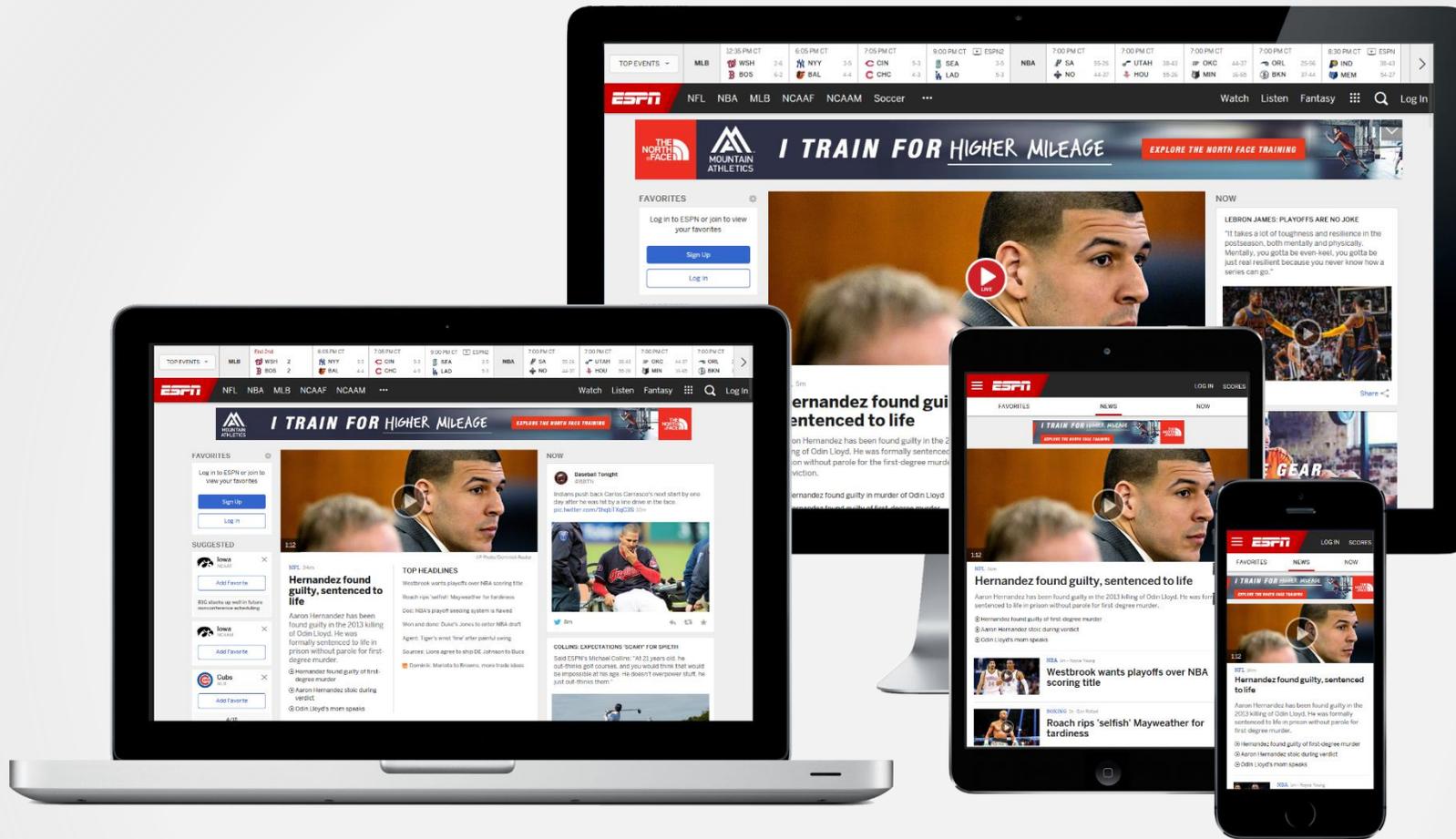
103 Comments

“The control which designers know in the print medium, and often desire in the web medium, is simply a function of the limitation of the printed page. We should embrace the fact that the web doesn’t have the same constraints, and design for this flexibility. But first, we must ‘accept the ebb and flow of things.’”

Image courtesy <http://alistapart.com/article/responsive-web-design>



Responsive is the Catalyst



Responsive is the New Norm

Google

MOBILEGEDDON IS COMING

04

21

2015

Image courtesy <http://drewdrewthis.com/mobilegeddon-is-coming-is-your-website-ready>

Responsive is Not Just for Mobile

- 76 million Smart TV's shipped in 2013
 - 1920 x 1080
- Desktop monitors are getting bigger and more inexpensive.
 - 24" monitor optimal resolution is 1920 x 1200
- Apple iPad Air
 - 2048 x 1536

Flat Design

Flat Design Fundamentals



Image courtesy <http://designmodo.com/flat-design-colors>

Flat Design Origins

Swiss Style

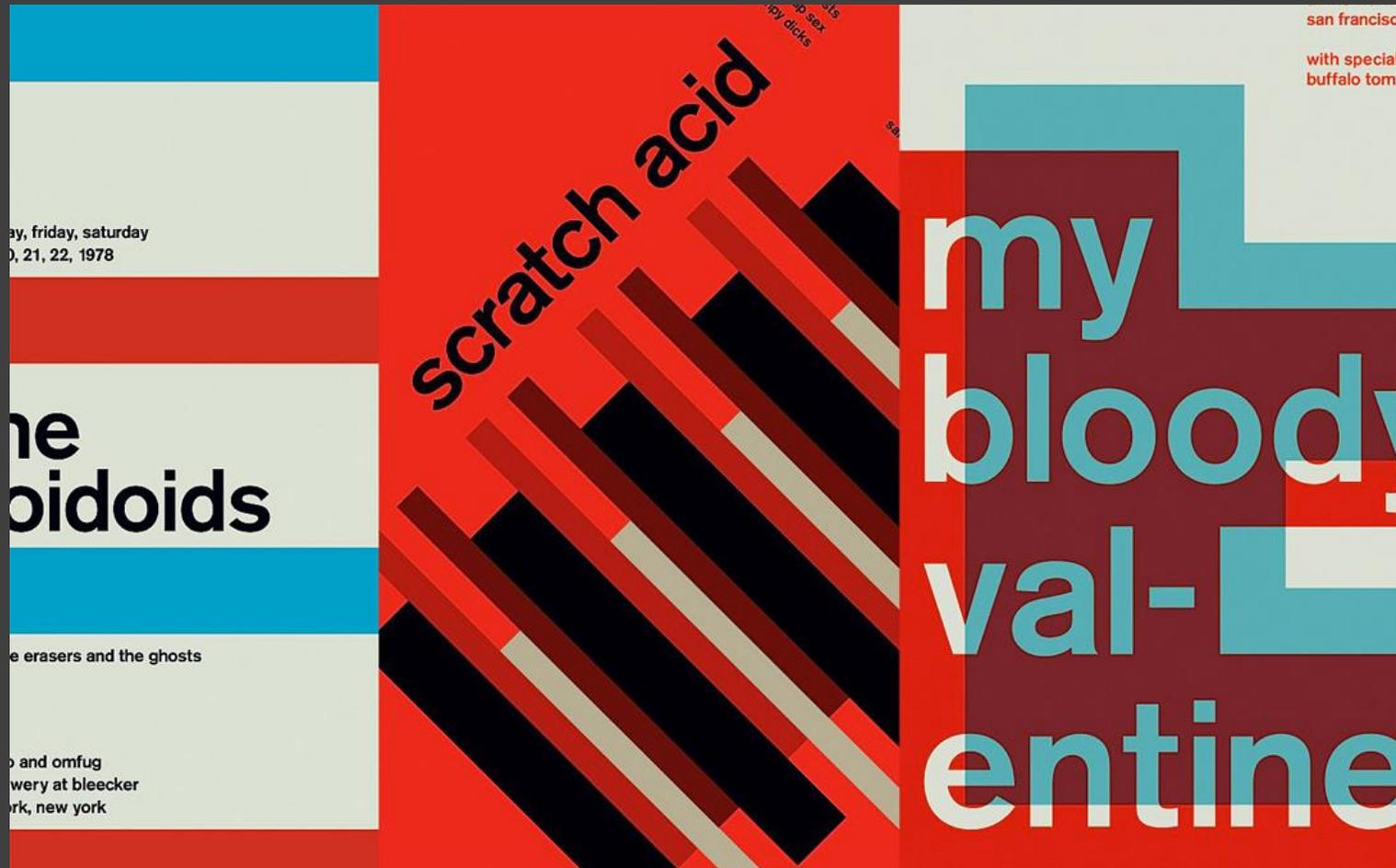


Image courtesy <http://thenextweb.com>

Minimalist Movement



Image courtesy <http://thenextweb.com>

Skeuomorphism or Realism

Skeuomorphism/Realism

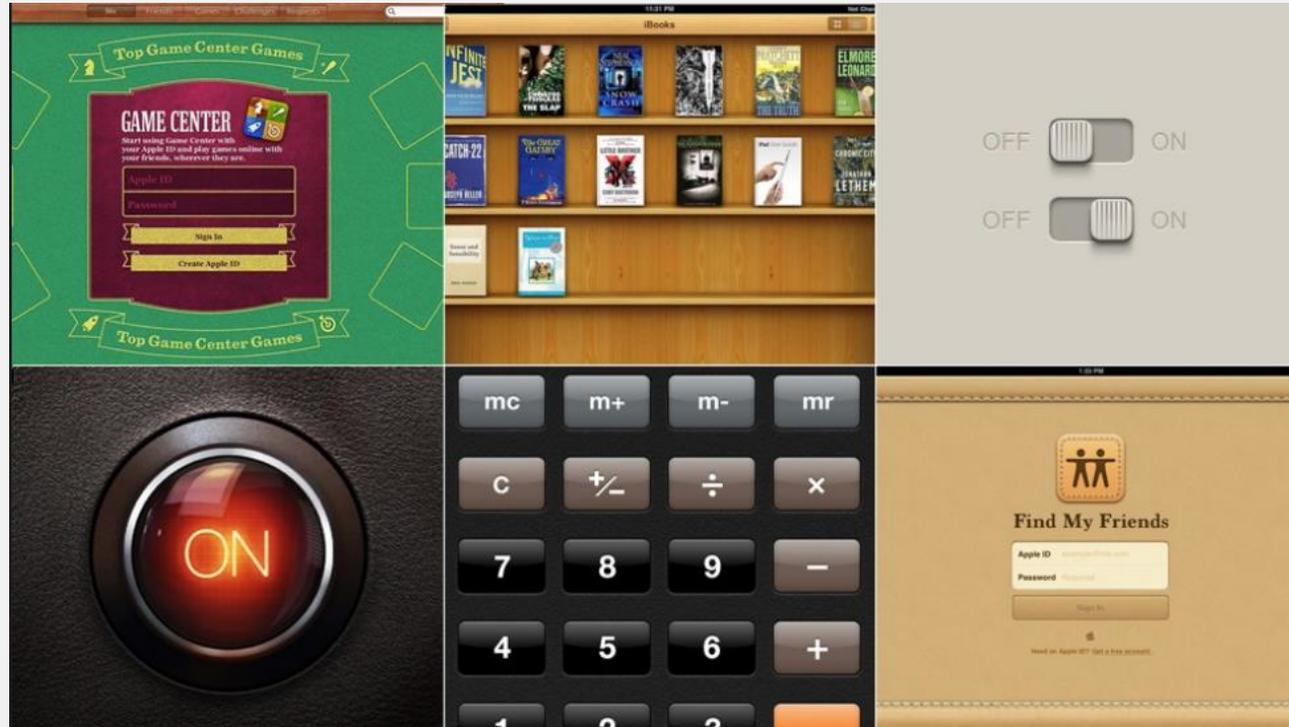


Image courtesy <http://gizmodo.com>

Apple's First Graphical User Interface

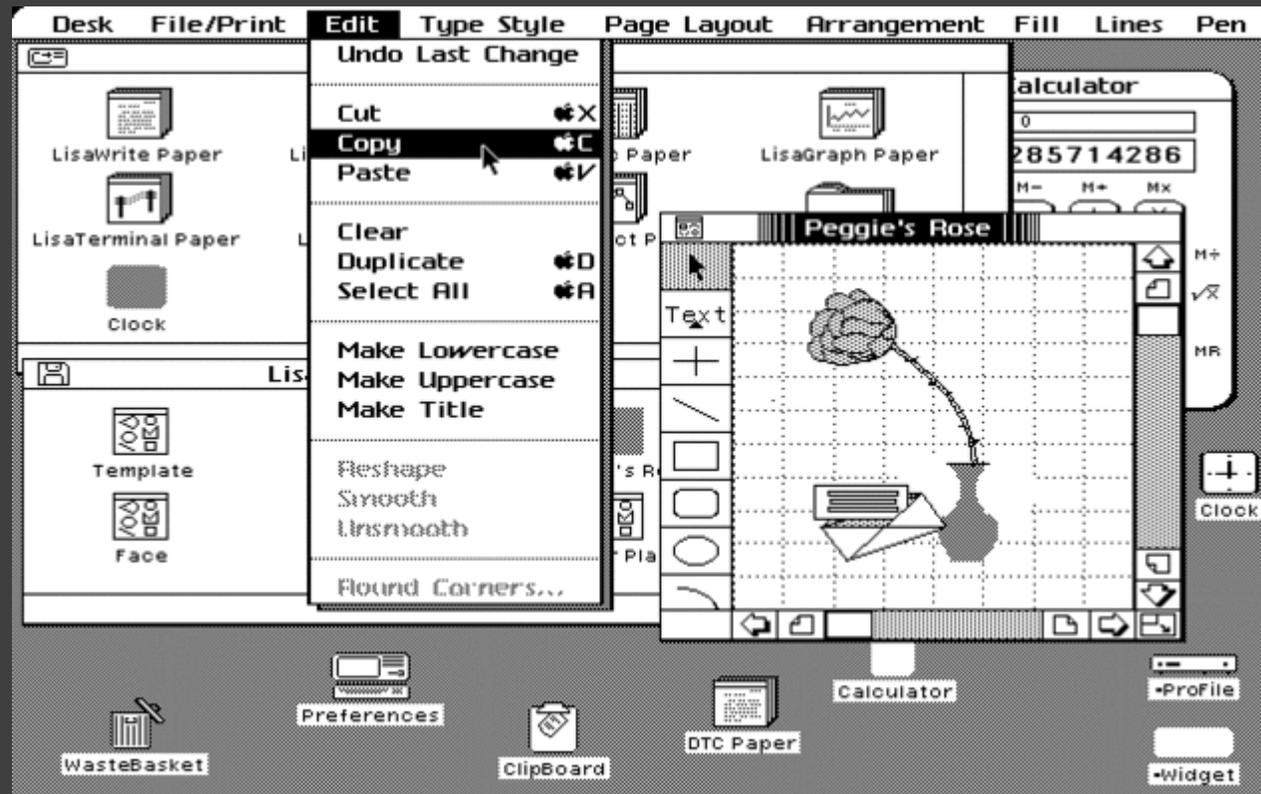


Image courtesy <http://gizmodo.com>

iOS7 is a Game Changer



Image courtesy <http://thenextweb.com>

Microsoft Also On Board

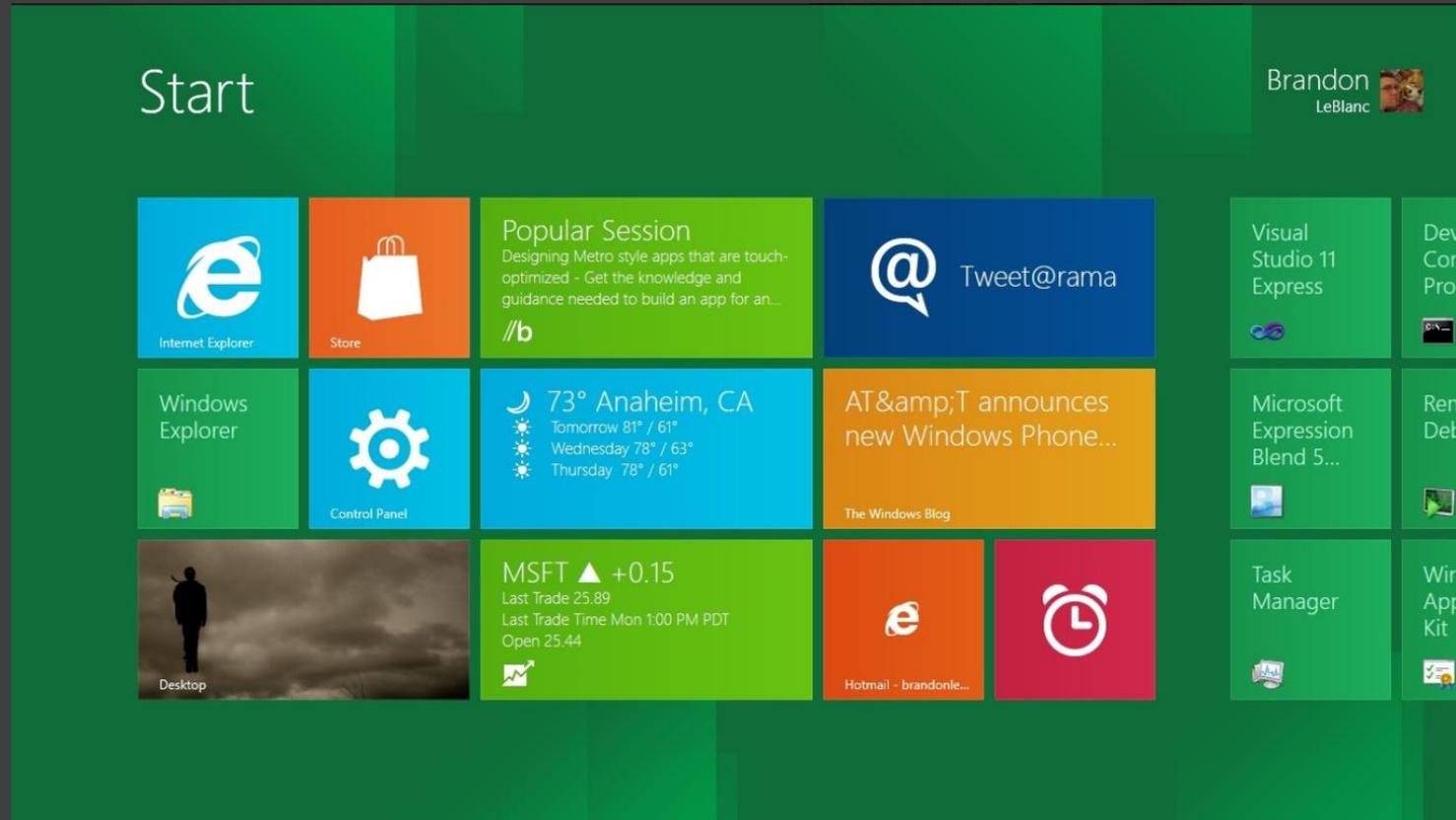
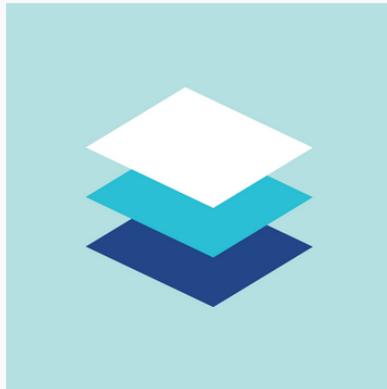


Image courtesy <http://gizmodo.com>

Google Material Design

☰ Material design > Introduction

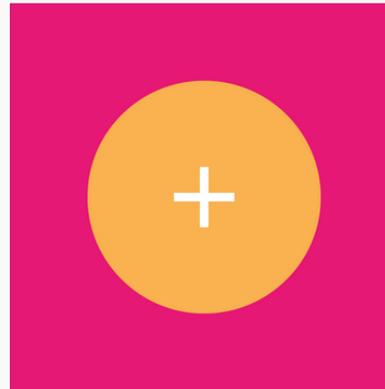
Principles



Material is the metaphor

A material metaphor is the unifying theory of a rationalized space and a system of motion. The material is grounded in tactile reality, inspired by the study of paper and ink, yet technologically advanced and open to imagination and magic.

Surfaces and edges of the material provide visual cues that



Bold, graphic, intentional

The foundational elements of print-based design—typography, grids, space, scale, color, and use of imagery—guide visual treatments. These elements do far more than please the eye. They create hierarchy, meaning, and focus. Deliberate color choices, edge-to-edge imagery, large-scale typography, and intentional white space create a bold and graphic interface



Motion provides meaning

Motion respects and reinforces the user as the prime mover. Primary user actions are inflection points that initiate motion, transforming the whole design.

All action takes place in a single environment. Objects are presented to the user without breaking the continuity of

Image courtesy <http://google.com>

User Interface and More

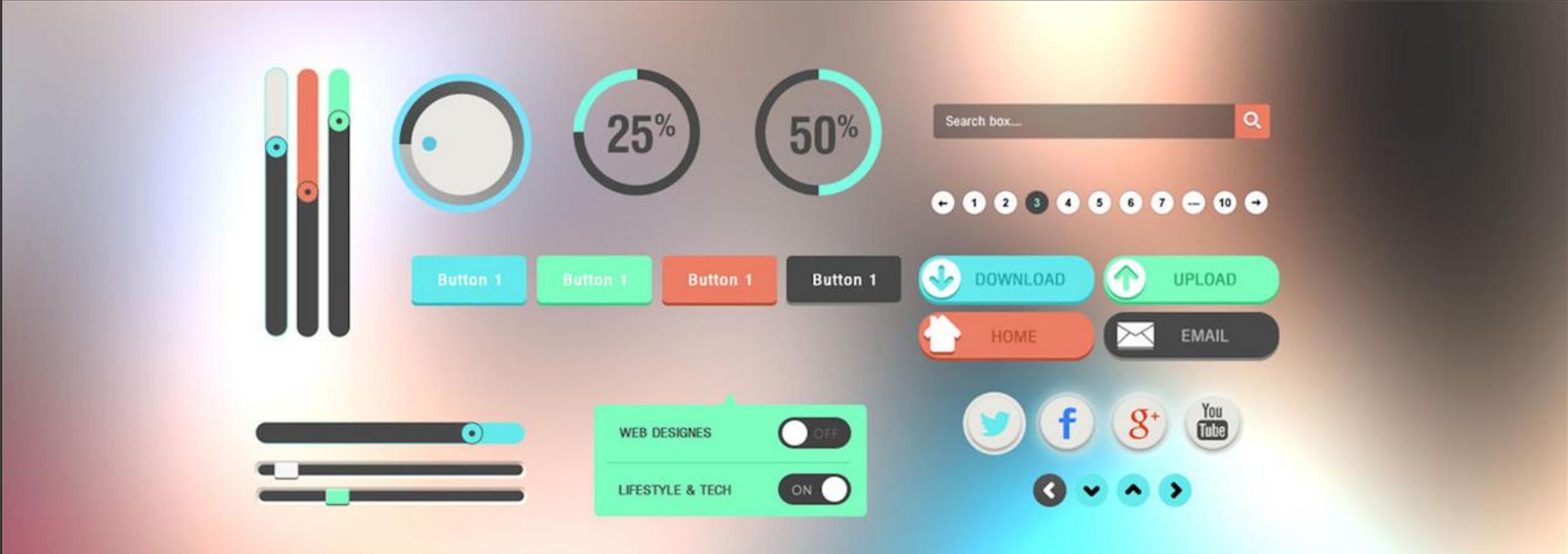
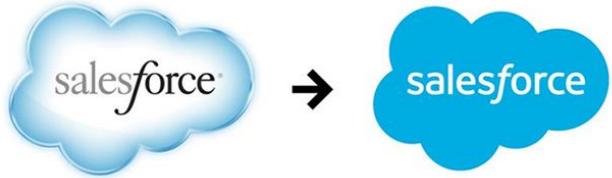


Image courtesy <http://thenextweb.com>

Flat Brands



Flat Web Design

My zip code is 10012.

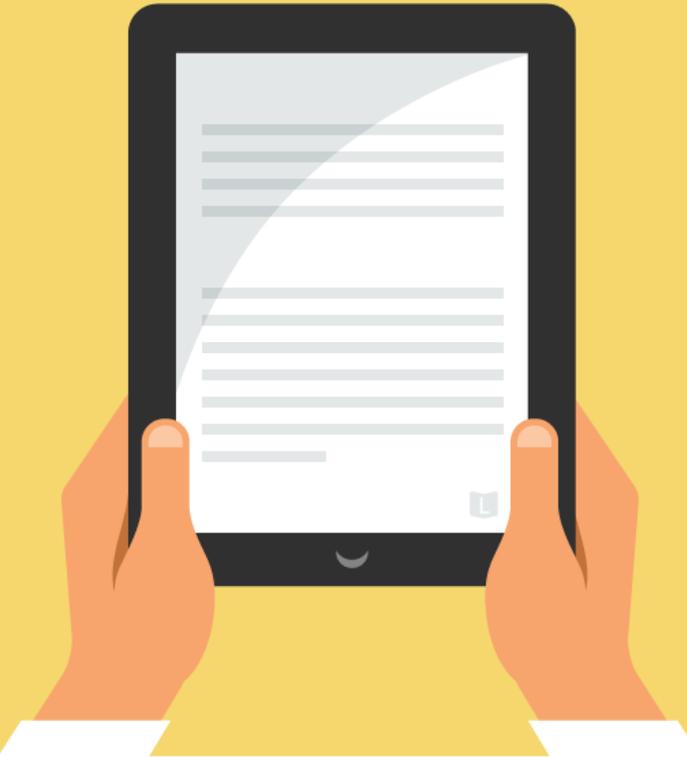
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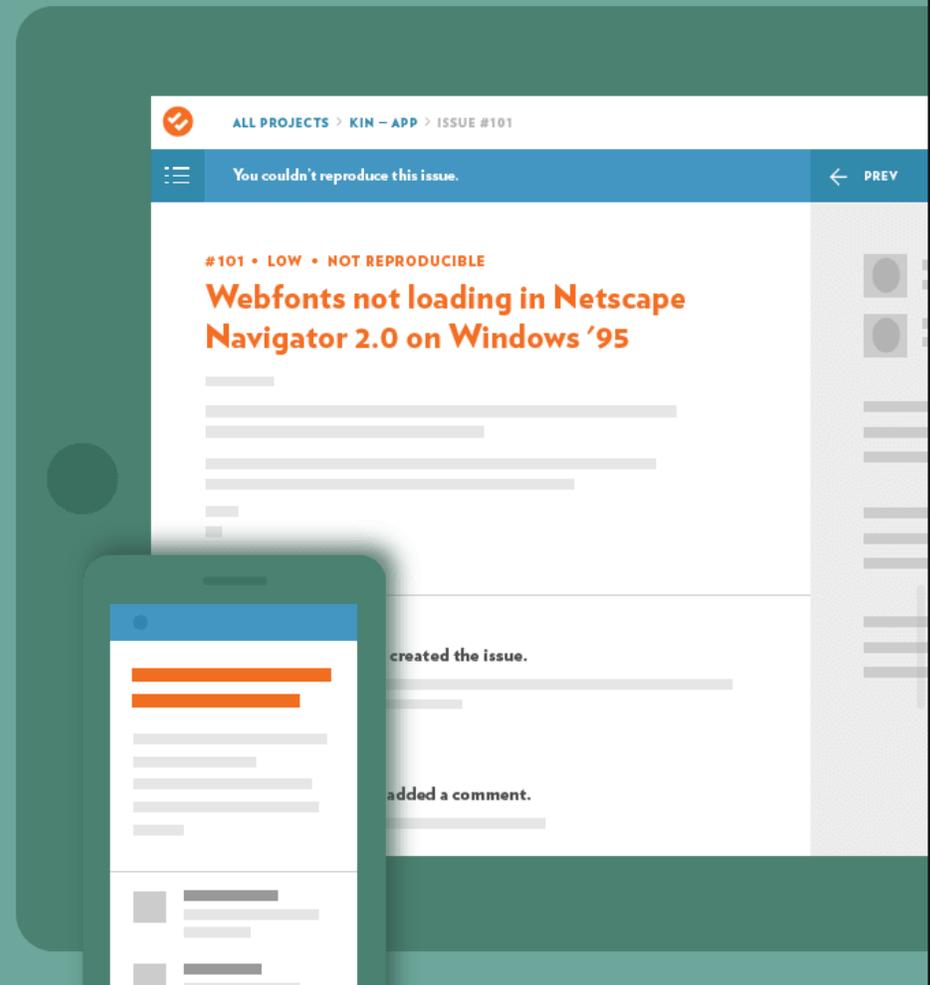
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Atlassian Bitbucket



Atlassian HipChat



They're here!

Our most advanced trackers are now available.



fitbit charge.

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SEE OUR FAMILY OF EVERYDAY, ACTIVE AND PERFORMANCE FITNESS PRODUCTS



The ultimate fitness super watch.



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See distance, pace and elevation climbed & review routes and split times



PurePulse™ Heart Rate

Get continuous, automatic, wrist-based heart rate & simplified heart rate zones



All-Day Activity

Track steps, distance, calories burned, floors climbed & active minutes



Multi-Sport

Record running, cycling, cross training and other workouts & view exercise summaries



Long Battery Life

Lasts longer than competing trackers with a battery life up to 7 days



Notifications + Music

See call & text notifications on display and control songs from your mobile playlist



Auto Sleep + Alarms

Monitor your sleep automatically & set a silent alarm



Wireless Syncing

Sync stats wirelessly & automatically to leading smartphones and computers



GPS TRACKING



Create your own path. Track it with GPS.

Don't just start. Surge—with run time, distance, pace and elevation stats on display. Review routes and split times after you run them, and scroll through workout summaries to stay on track while you train.

4.06 MI ||
35:19.7
135 ♡

A semi-transparent rectangular overlay showing running statistics: 4.06 MI with a pause icon, 35:19.7, and 135 with a heart icon.

4.06

A red location pin icon with the number 4.06 next to it, indicating a specific point on the running path.



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Dashboard

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Community

Premium

STORE



! Have questions about the new dashboard? [Learn More](#)

< > Wednesday JUNE 17



3,332 calories
Champ!



14,057 steps
Champ!

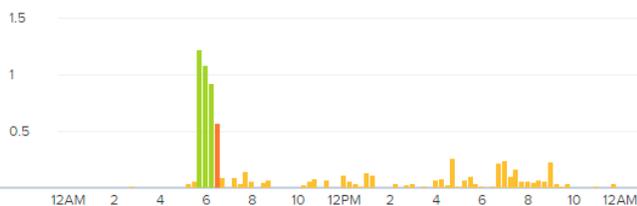


40 floors
Champ!



7.30 miles
Champ!

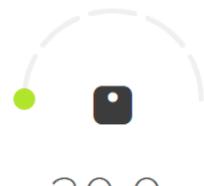
Distance



56 active mins
Champ!

Friends

Previous days aren't viewable for this tile.



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A Donation



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Tidelands TV



TAKE
A Class



WORK
With Us

Future of Flat Design



Image courtesy <http://themarketcreative.com>

Large Visuals

Hero Images



Genesis Delivers

Choose the Best for Your New Arrival

GENESIS DELIVERS



My Genesis

LOGIN | SIGN UP



I Want To...

-  Pay My Bill
-  Request an Appointment
-  View Health Records
-  Send a Cheer Card
-  Support Genesis

How Long Will I Wait?

VIEW ALL WAIT TIMES

15
MINUTES

Genesis Convenient Care - Bettendorf
Updated at 3:21 pm on 6/29/2015



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Heart



Children's



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Heart



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MercyCare Urgent Care
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I WANT TO...

Maps & Directions

Find your way to and around the hospital, Mercy Health Plaza and Hall-Perrine Cancer Center. View street maps to find your way here, as well as maps by floor for the hospital and the cancer center to help you get to where you need to be. [Get directions.](#)

A Better Medical Home

This unique report illustrates our ongoing commitment to be transparent with quality data for Mercy Medical Center and MercyCare Community Physicians. We hope it is a valuable resource as you make healthcare decisions. [Read the 2015 Quality Report.](#)

News & Information

- Mercy teams up with Cedar Rapids Community School District to offer [electronic health records at school-based health centers](#)
- [Registration opens for the Especially for You® Race Against Breast Cancer](#)

Surgery Quality & Cost

Surgery is serious. Deciding where to have surgery includes important considerations, including understanding your out-of-pocket costs and the quality of care you will receive. [Find important questions to ask](#) and learn why more people choose Mercy.



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AWARD-WINNING HEART CARE AT MERCY

I WANT TO...

Maps & Directions

Find your way to and around the hospital, Mercy Health Plaza and Hall-Perrine Cancer Center. View street maps to find your way here, as well as maps by floor for the hospital and the cancer center to help you get to where you need to be. [Get directions.](#)

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FIND A LOCATION

PATIENTS & VISITORS

WELLNESS RESOURCES

EMERGENCY & URGENT CARE



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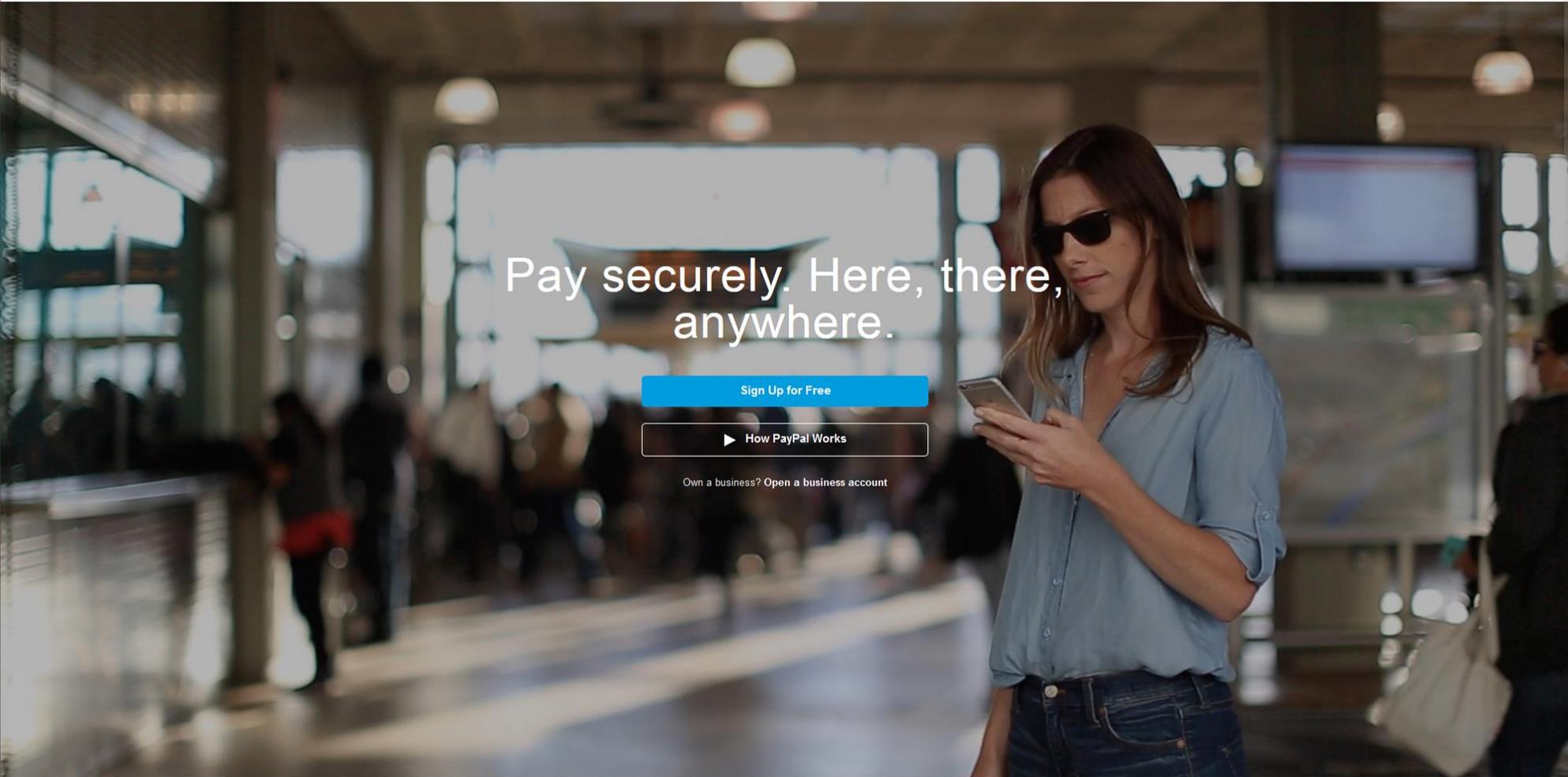
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TODAY'S RECIPE



Video Background

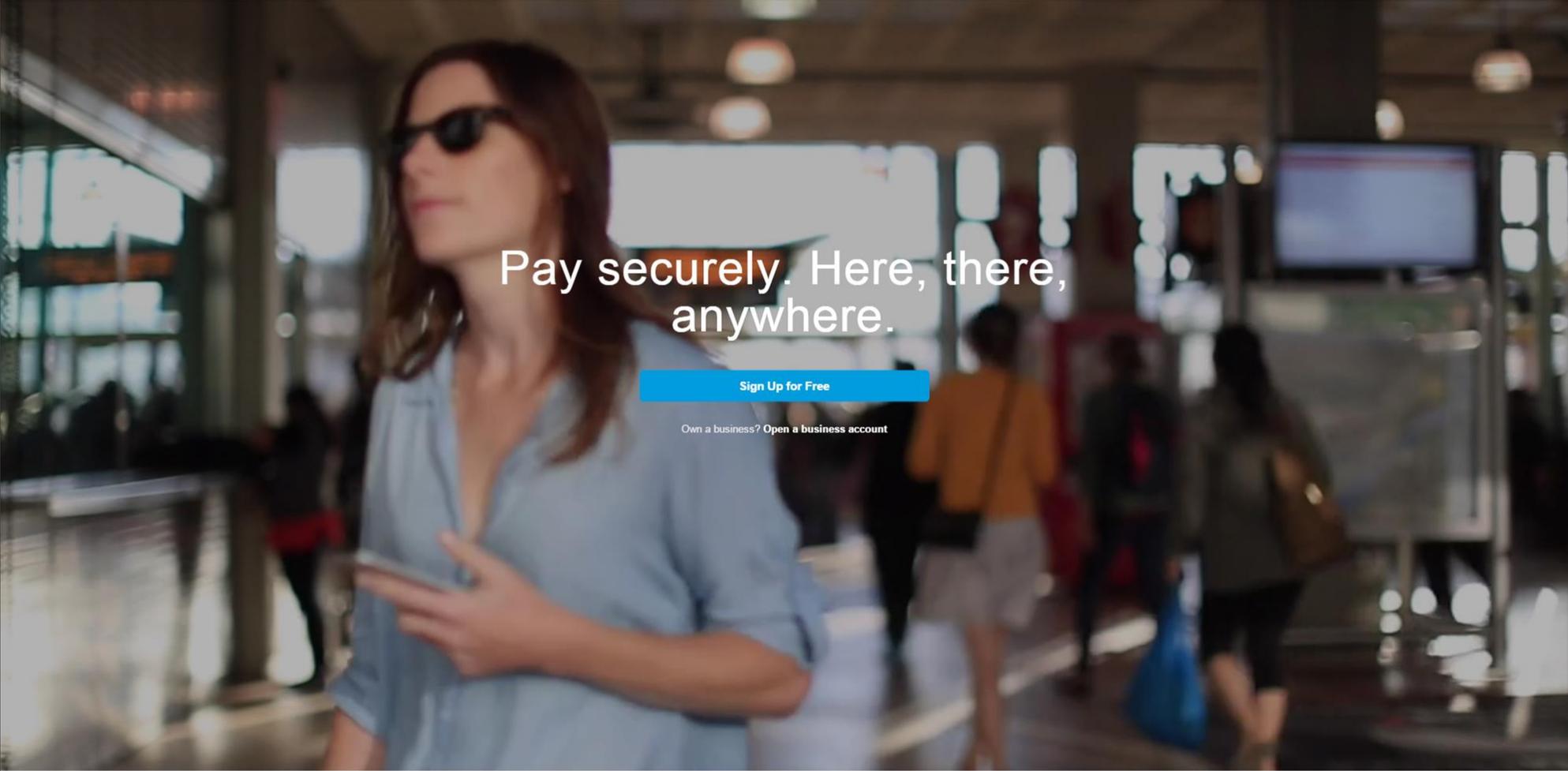


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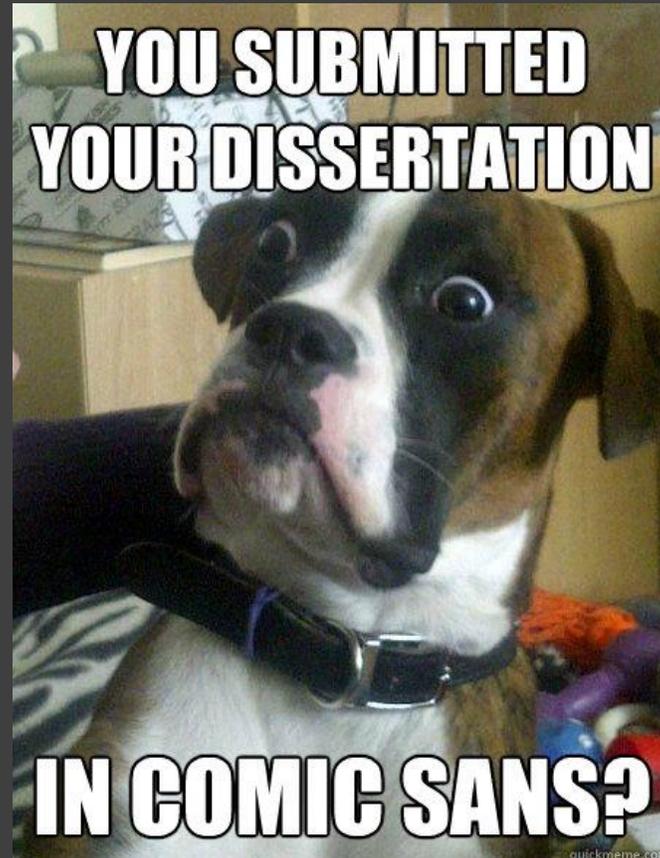


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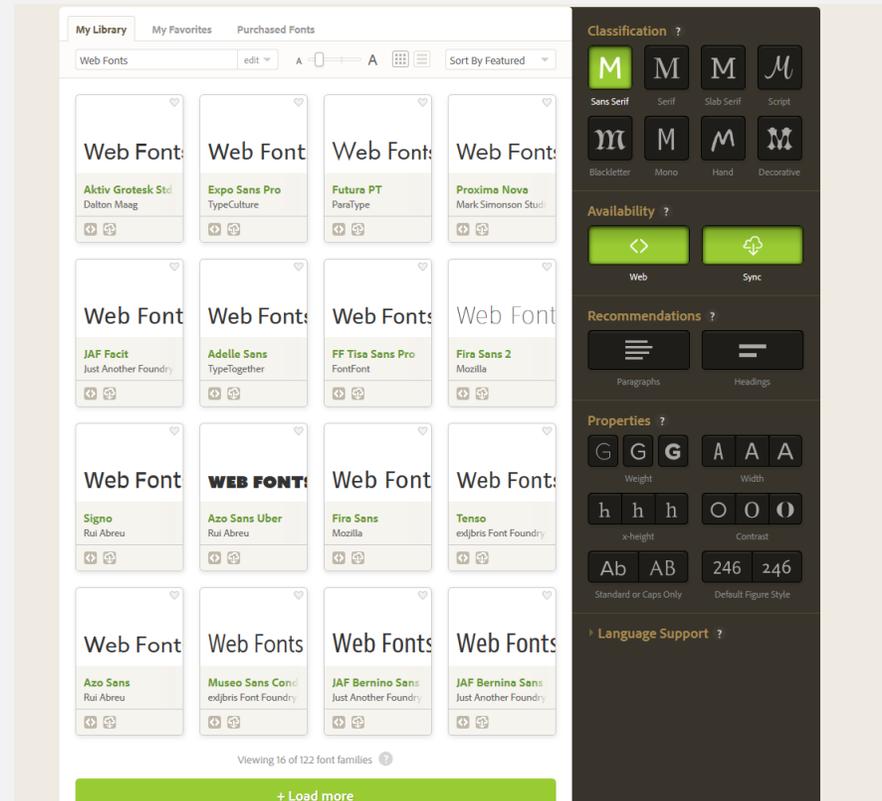
Web Typography

Web Design is 95% Typography

Dark Ages of Web Typography



Hundreds of Options



Spiderman is Wise

“With great
power
comes great
responsibility.”

Tobey Maguire / Spiderman

thepeopleproject.com



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How can we help you today?

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My health
Classes and
Events

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Our locations
Visiting info
Maps & parking

CARE

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Beginning in 1952 as a 90-bed facility, Forrest General Hospital has grown into a 512-bed, Level II Regional Trauma Center and hospital system, Forrest Health, that supports outlying hospitals in caring for their communities.

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I WANT TO...

Forrest General Hospital is the flagship hospital of Forrest Health, a network of hospitals and clinics across 19 counties in South Mississippi. Our Vision, to define the healthcare experience by providing world class care, along with our "We C.A.R.E." mission and philosophy, extends into the communities we serve. This means local community hospitals are strengthened with the support of Forrest Health, while you can count on receiving increased access to high quality healthcare services.

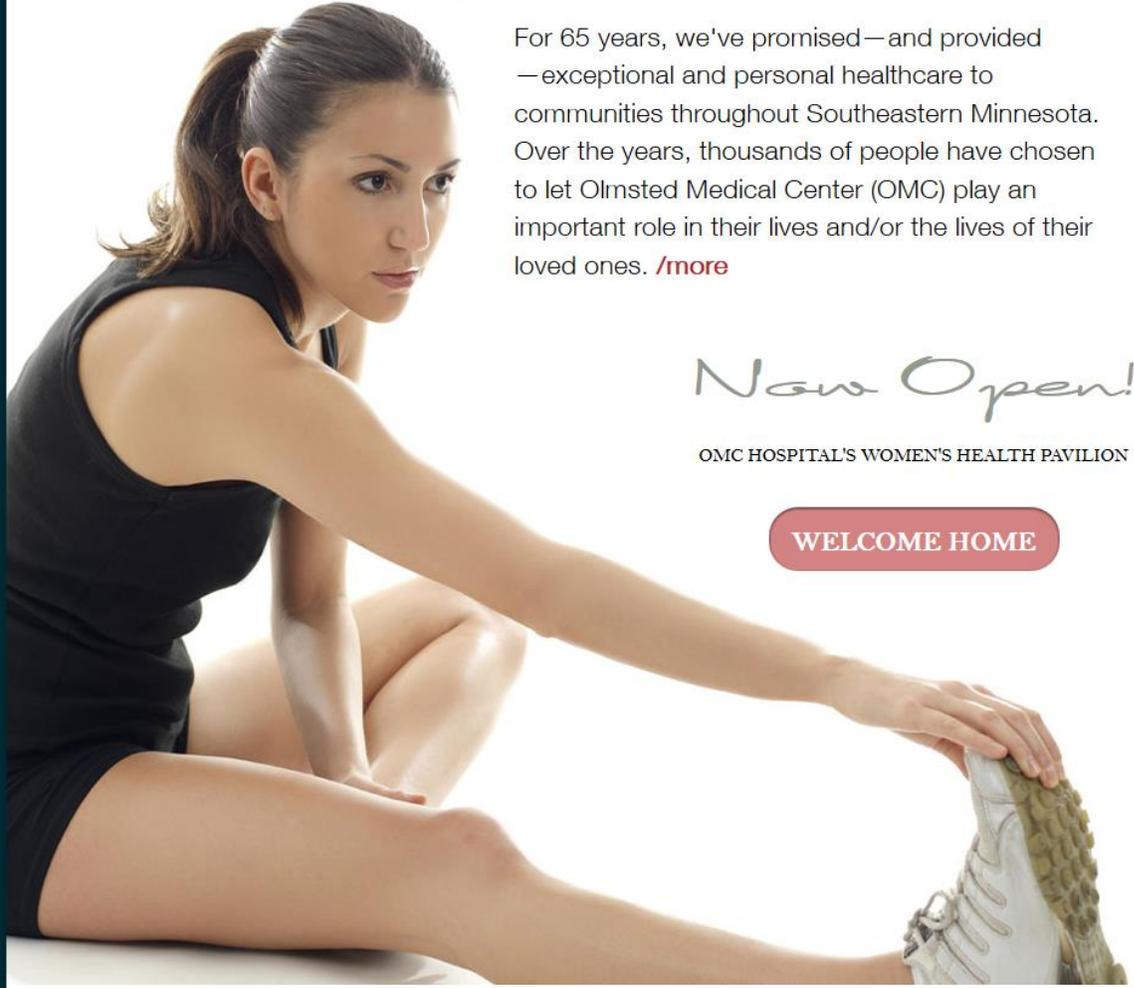


SHARE THIS

Forrest Health provides the people, facilities, and technology that deliver health



We believe good health starts with great care



For 65 years, we've promised—and provided—exceptional and personal healthcare to communities throughout Southeastern Minnesota. Over the years, thousands of people have chosen to let Olmsted Medical Center (OMC) play an important role in their lives and/or the lives of their loved ones. [/more](#)

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Support



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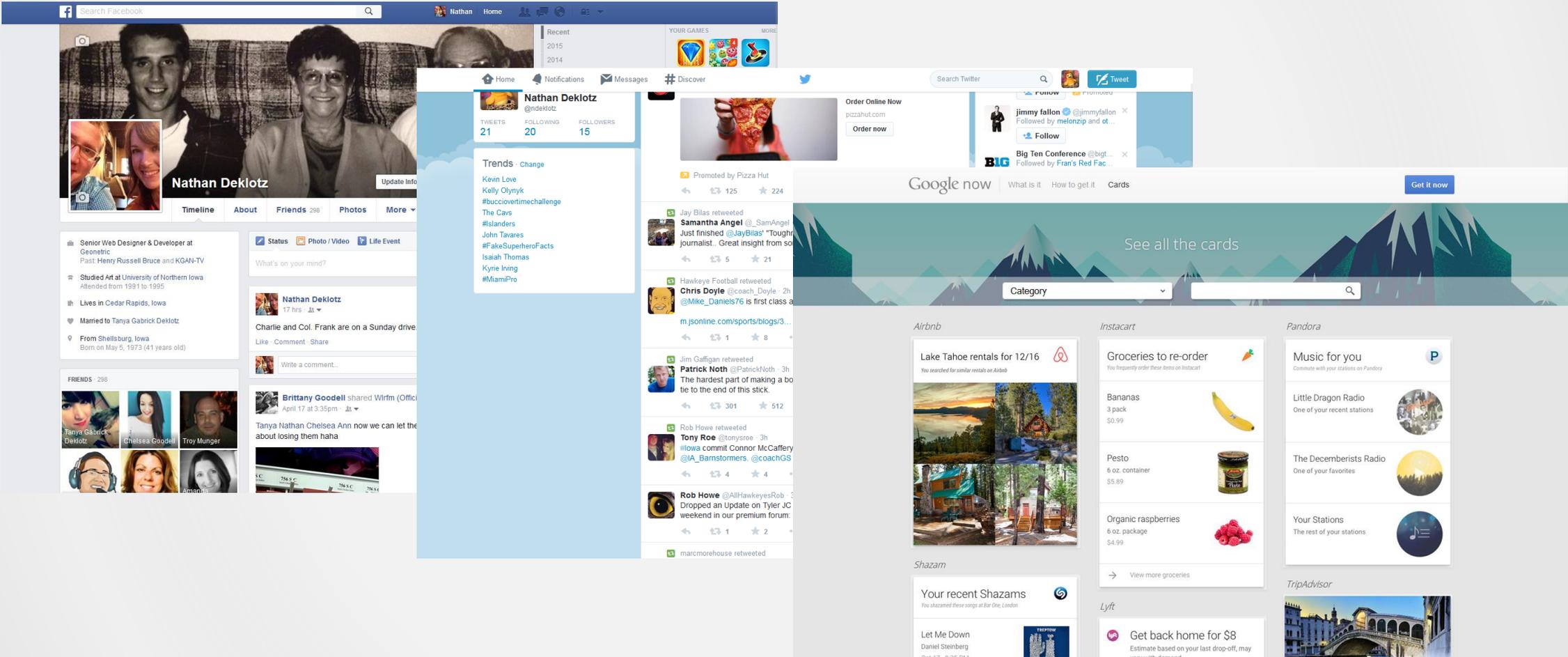
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For home



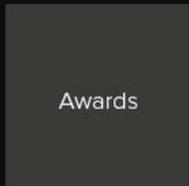
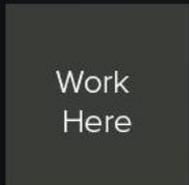
Card Design

Card Design is Social



So What is a Card?

- A card is a package of interactive information
- It is usually in the shape of a rectangle
- It provides quick information in a condensed format
- It usually includes some level of engagement



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Operation Overnight

The most fun you can have in 24 hours. Helping the community is just a bonus.



Our Digs



eHealth Symposium



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Agile & Scrum



Our Culture



Awards

Meet Us



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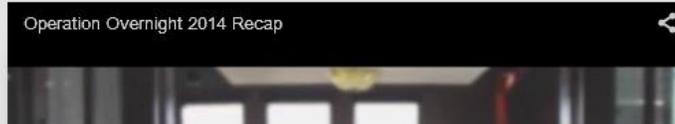
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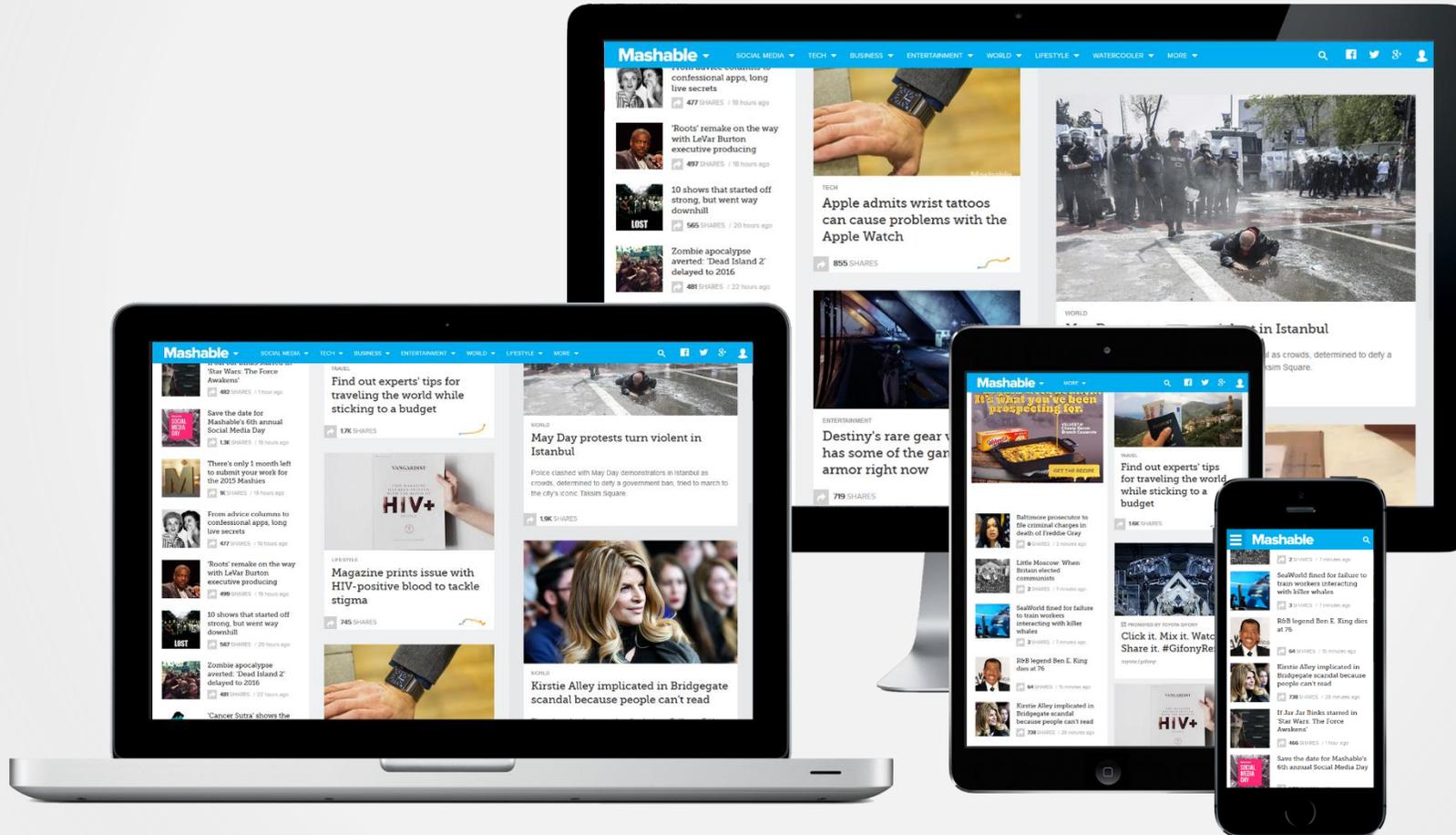
24 Hours, Awesome Websites

Operation Overnight is an event where Geonetric partners with Linn County



Why Are Designers Using Cards?

Cards are Responsive



Cards on Healthcare Websites?

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Care & Treatment

Visit our key service lines or browse to our [additional services](#).

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Urgent Care Wait Times

Walk-in care for minor illness and injury.

[Alma](#)

30 min

as of 3:08 PM on 6/28/2015

[Clare](#)

15 min

as of 3:14 PM on 6/28/2015

[Freeland](#)

No Wait

as of 3:12 PM on 6/28/2015

[Gladwin](#)

30 min

as of 3:02 PM on 6/28/2015

[Houghton Lake](#)

1 hr 0 min

as of 1:36 PM on 6/28/2015

[Midland](#)

1 hr 0 min

as of 3:11 PM on 6/28/2015

[West Branch](#)

2 hr 0 min

as of 3:18 PM on 6/28/2015

[About wait times](#)[ER or Urgent Care?](#)[Related News](#)[Upcoming Classes & Events](#)[Start with Knowledge](#)

Have you had an Asante moment?

Maybe it was a moment of compassion or healing, a small act of kindness or a defining moment of care that made a difference in your life. Whether you're a patient or a family member, a medical provider or an Asante employee, please take a few minutes to read these moments shared by others – and then share your own Asante moment.



Abigail and Paisley
 I went to Asante Rogue Regional Medical Center to deliver my baby. I was very scared and in extreme pain. I had been to the hospital a couple times that week due to contractions, but I wasn't ready to deliver. When I was finally ready... [Read more](#)

Employee Moment: Sean Connolly, ITS

I'm a Canadian and I've worked in IT for over 15 years. I married into Asante as my mother-in-law is a hospice nurse at Asante. I love helping people and working with computers, alleviating their related frustrations.

[Read More](#)



A Grateful Heart

"I just feel happy," says Robisch, 83. "I just feel a lot better. You know, I'm not going to be the one running the marathon or going on the treadmill or all that, but I'm going to be a lot better off than I was."

[Read More](#)



Love is Never Lost

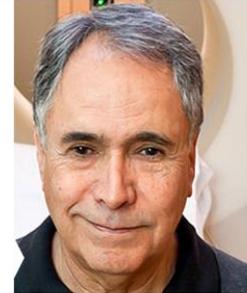
About two years ago a patient came into my office for a procedure. While I was doing her registration she broke into tears; she stated that she had just lost her spouse. I told her about a picture I found that stated, "Love is never lost" and how it gave me a lot of comfort. I had a loved one that I had lost, too. She asked me to write down the saying and I did on a



TomoTherapy Trumps Prostate Cancer

Luis Aguirre was flying high. A successful international sales and marketing manager, he was living the good life at home and abroad. The last thing he expected was cancer.

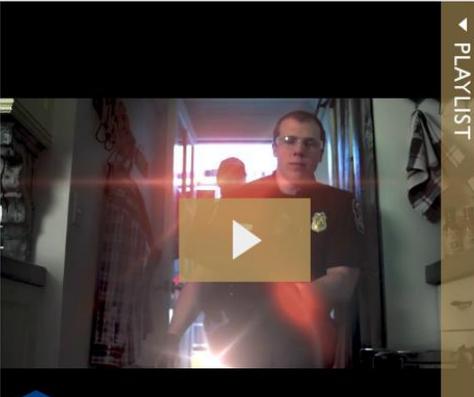
[Read more](#)



A Patient's Best Friend

Health care is going to the dogs! Don't be surprised to see a wagging tail and furry ears in the halls of Asante Ashland Community Hospital.

[Read more](#)



▶ PLAYLIST

Video Moments

Watch some of our patients share their experience in their own words.

The Athlete's Knee: Healing Where It Hurts

It was a critical play and game played by Southern Oregon University Raiders against top-ranked Carroll Saints on November 29, 2014.



Share your moments

We invite you share an inspiring experience you or someone close to you had with Asante that had a positive impact on your life.

[Share Your Moment>>](#)

my Asante moment



Successful Surgery - Gary Klein

Dr. William Faught performed two separate surgeries on both of my femoral arteries that were clogged. Both surgeries were successful: no more pain, great doctor, great hospital, great staff, and honestly great food. That place is professional, and these people care. Thumbs up is all I can say. Thank you Asante.

Gary Klein

I Want To ...



Multimedia Story



Snow Fall

The Avalanche at Tunnel Creek

By JOHN BRANCH

The snow burst through the trees with no warning but a last-second whoosh of sound, a two-story wall of white and Chris Rudolph's piercing cry: "Avalanche! Elyse!"

The very thing the 16 skiers and snowboarders had sought — fresh, soft snow —

Among those who joined the 45-minute parade from Leavenworth, through tight Tumwater Canyon, past the Lake Wenatchee turnoff and up to Stevens Pass, were  Dan Abrams and  Megan Michelson. They planned to marry in March.

Michelson, 30, was the freeskiing editor for ESPN.com. Abrams, 34, was a founder and the president of Flylow, maker of apparel marketed to backcountry users.

The couple lived in Seattle, but had come to Stevens Pass on Saturday for the Salomon promotional event. Michelson and the other women stayed at a Leavenworth hotel. Abrams slept in a spare bedroom at Rudolph's house. He and Michelson drove to Stevens Pass together.

"I said to Dan, 'Do you think Tunnel will be safe today?'" Michelson said. "He said something along the lines of, 'Yeah, those guys know the best route down.'"

There were similar conversations elsewhere. In the slope-side cabin at Stevens Pass that Rudolph arranged — he cleaned it on Friday as he spoke to his mother on the phone — the journalists from Powder magazine, Stifter and Carlsen, contemplated the day's plans.

"We started asking questions," Carlsen said. "'Where are we going? Out of bounds? Didn't it just snow nonstop for two days? How much snow?' That's when John pulled up the avalanche report, and he read it aloud."

 Mark Moore, director and lead meteorologist of the Northwest Weather and Avalanche Center, had set that day's forecast on Saturday afternoon. A 64-year-old with graying hair pulled into a short ponytail, Moore had a feeling it could be a busy weekend.

The avalanche center, based in Seattle, is one of about 20 regional avalanche forecasting centers in the United States, most run by the Forest Service. During the winter, one of its three employees arrives in the middle of the night, analyzes weather maps and

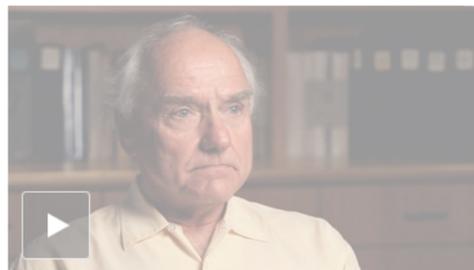
**Dan Abrams**

34, Co-founder, Flylow ski apparel, fiancé of Megan Michelson

**Megan Michelson**

30, Freeskiing editor, ESPN.com, fiancée of Dan Abrams

[VIEW SLIDESHOW](#)



Johnny Brenan



Courtesy of Laurie Brenan

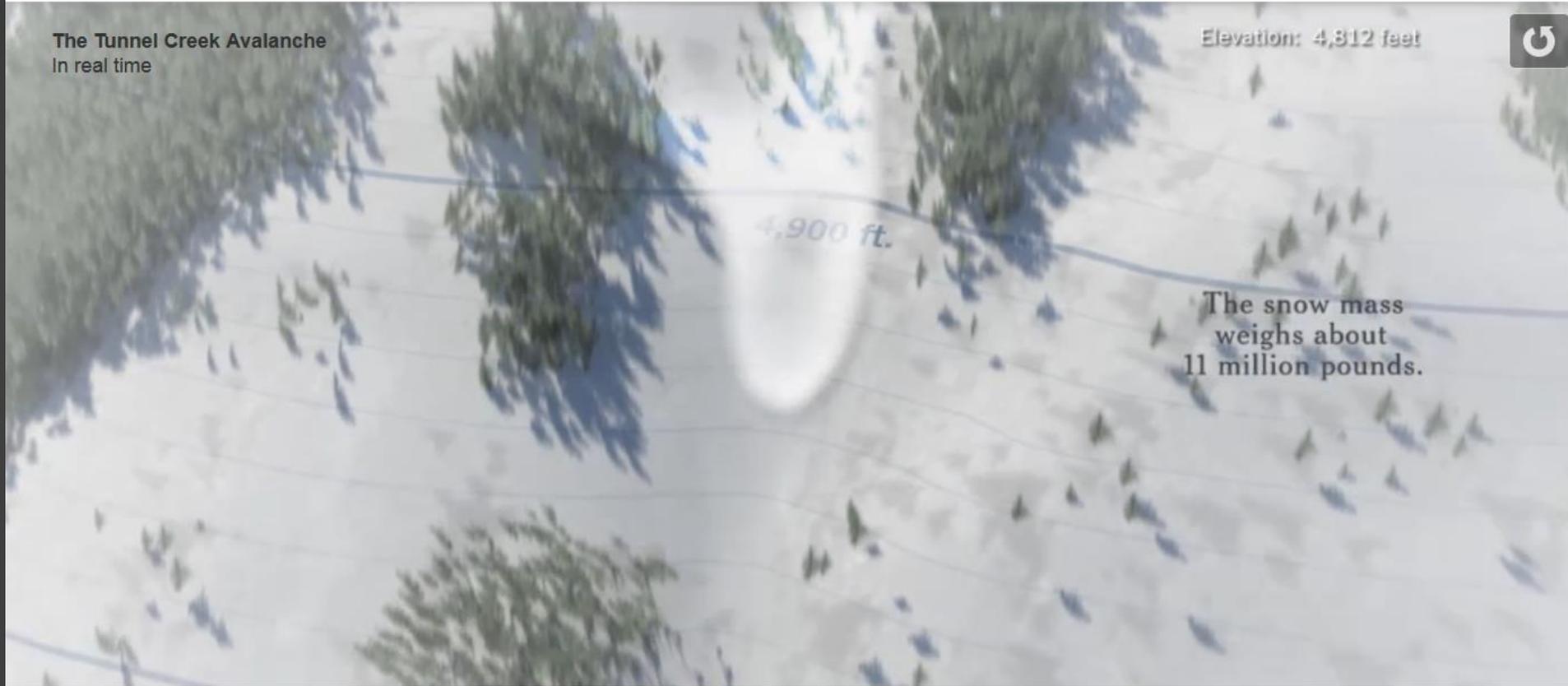


Johnny Brenan teaching his daughter Josie to ski when she was about 3.

The Tunnel Creek Avalanche

In real time

Elevation: 4,812 feet



The trees Castillo hugged in each arm swayed but held. He told himself that when he felt the flow slow, he would pop a hand in the air so that it might stick out of the snow and make him easier to rescue.

“Just as I had the thought about what I’m going to do, wondering if it was going to bury me, that’s right when I could feel it,” Castillo said. “It was like a wave. Like when you’re in the ocean and the tide moves away from you. You’re getting thrashed and you feel it pull out and you’re like, O.K., I can stand up now.”

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LAUREATES
2014

LANGUAGES



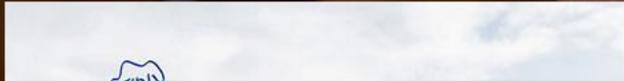
Rolex Young Laureate 2014

ARTHUR ZANG

REINVENTING CARDIOLOGICAL
CARE IN CAMEROON

HIMORE MEDICAL

Cardio Pad



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Based on a United Nations map



**CAMEROON HAS FEWER THAN 50 CARDIOLOGISTS
FOR 22 MILLION PEOPLE**



Winter games

1972 OLYMPIC STORY 2

SITE of the DAY

Video: <http://youtu.be/8ahfVQ...Ok>

History of winter games, infographics, medal table, facts, numbers, mascots, medals and much more you would like to know.



SOCHI 2014



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XBOX ONE

THE REVIEW



The Xbox 360 that exists in 2013 bears little resemblance to the console

Multimedia Story

- Patient Story/Testimonials
- Featured physician or facility
- Key Service Line
- Campaign Landing Page

Summary

Current Trends

- Responsive Web Design
- Flat Design
- Large Visuals
- Web Typography
- Card Design
- Multimedia Story

What's Next?

HTML



Light at the end of the Tunnel?



Microsoft Edge

Questions?

Design Portfolio eBook

Looking for more design inspiration?

Request our Design Portfolio eBook and see more great examples of eye-catching and user-friendly healthcare websites.

July Webinar:

How to Promote Your Physicians Online

July 29, 2015
1:00 p.m. CT



Learn learn tips for driving qualified visitors to your provider directory, as well as how to create effective physician profiles, complete with engaging bios and strategic calls to action.

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Thank You