



## Vibrant Design & Strategic IA Elevate FirstHealth's Website

### PROJECT GOALS

When redesigning firsthealth.org, the major focuses were implementing fresh visual branding that stands out in the marketplace and simplifying the site structure, search and navigation to enable patient access to health information and tools.

**#1**

Develop an intuitive information architecture (IA) that connects users to the information, health tools and care options they need.

**#2**

Enhance findability and wayfinding with simplified search and navigation experiences.

**#3**

Update the branding, design, imagery and content to communicate key messaging about quality, convenience and access to care.

### OVERVIEW

**FirstHealth of the Carolinas**  
Pinehurst, NC

**Employee Count:**  
6,100

**Locations:**  
140

**Hospitals:**  
4

**Hospital Bed Count:**  
610

**Region:**  
Mid-Carolinas

# SCOPE OF PROJECT



## Search & Navigation

The navigation system features fast and accurate search, dropdown menus with search bars and shortcuts to key content, proximity menus, a refreshingly simple footer and calls-to-action to help users find their way.



## Elevated Visual Design

The bright and bold aesthetic, vibrant greens and golds, people-forward imagery, colorful iconography and interactive elements are designed to help FirstHealth stand out in a competitive market.



## Component-Based Design

A modular design system lets editors scale site content as consumer needs evolve. Layouts are flexible and responsive, content is severed from presentation, and brand standards are easily maintained.



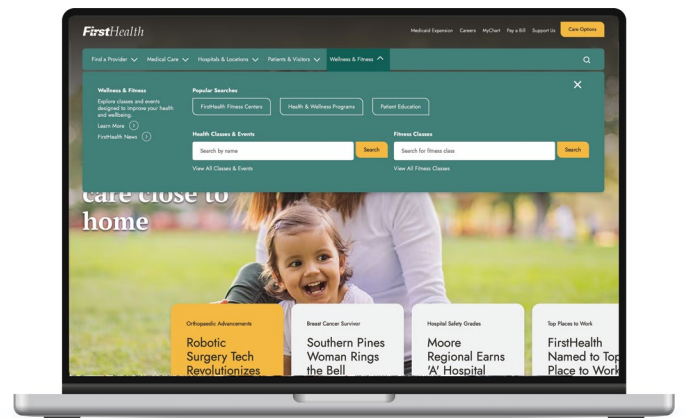
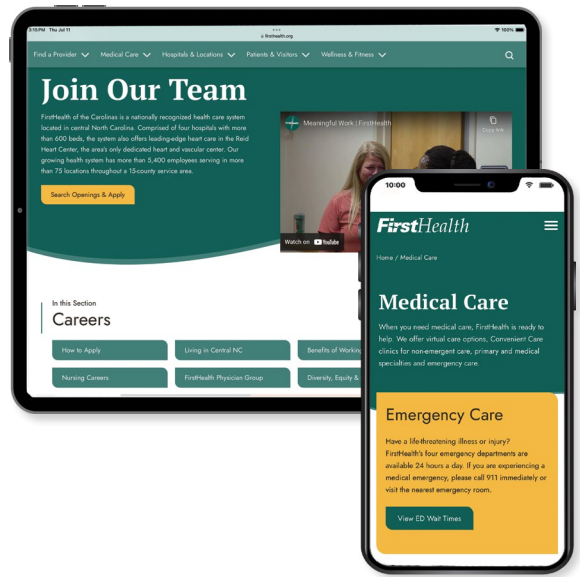
## Connecting Patients to Care

Users can explore care options from anywhere: the icon-based homepage content, the Medical Care dropdown menu, provider or location directories or the countless click-to-call phone numbers across the site.



## Strategic Brand Messages

Copy across the site informs users of FirstHealth's commitment to whole-person care, its wealth of medical expertise and its convenient locations that allow patients to receive world-class medical treatment close to home.



# RESULTS

Since launching in August 2023, FirstHealth.org has seen:



**74%**

Increase in Key Events



**24%**

Increase in New Users



**10%**

Increase in Overall Events



**55%**

Engagement Rate  
(Industry benchmark: 50%–60%)



**4.3 Million**

Page Views



**2.5**

Page Views per User