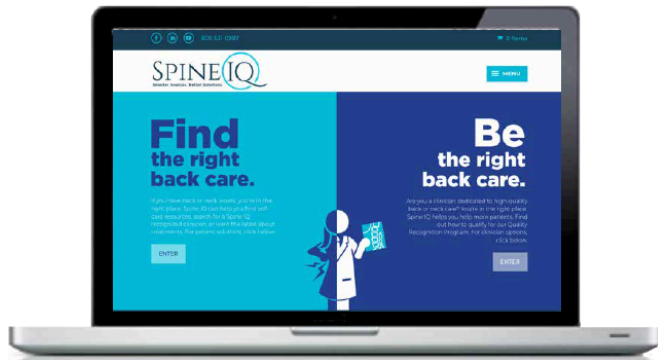




SpineIQ.com

You always want to do more to help. Here's how.



SPINEIQ Smarter Sources. Better Solutions.
The Spine Institute for Quality www.spineiq.org

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BRAND GRATITUDE OPPORTUNITY

SAYS TO ME

DOES FOR ME

DOES FOR OTHERS



OPPORTUNITY: Spine IQ was founded as a non-profit to help people needing back and neck care find that care. And to help providers of that care be found.

IDEA: Their web site was very hard to navigate. And their purpose was cloudy, at best. We defined what they "say to me" with a new platform: *Smarter Sources. Better Solutions.* This two-sided promise came to life in our new website design. Those seeking care and providers giving it could easily navigate to what they needed, with the two-sided site allowing visitors to self-select their experience and get to a solution faster. (When you're in pain, faster is better.)

RESULTS: Spine IQ has increased its visibility among providers and care-seekers alike, building both of these clientele by double digits.

MOJO