



Wakefly partnered with PCC Community Wellness Center to design and develop a modern, user-friendly website built in WordPress using Elementor. The new site improves access to care for patients by streamlining navigation, enabling easy appointment scheduling, and supporting multiple languages. It also enhances PCC's ability to attract new patients, engage donors, recruit staff, and promote community initiatives—delivering a digital platform that reflects their mission of building a Culture of Health.



Background

Despite their broad service offering and deep impact within the community, PCC's previous website fell short in representing the organization's full scope, mission, and user needs. It lacked the structure, clarity, and accessibility necessary to effectively serve their diverse audiences—including patients, caregivers, donors, and healthcare professionals. Recognizing the need for a more strategic digital presence,

PCC partnered with Wakefly to design and develop a modern, multilingual, and fully accessible website. The goal was to create a platform that not only supported their expanding range of services but also amplified community engagement, strengthened donor and partner relationships, improved internal communication, and, most critically, increased patient volume through a better user experience.

[Schedule an Appointment](#)

[Contact Us](#)

[My PCC Patient Portal](#)

[Donate](#)



Empowering Health, Enriching Lives, Strengthening Communities

Care Centered Around You

At PCC Community Wellness Center, we believe that everyone deserves access to compassionate, high-quality healthcare.

[Find a Provider](#)

[Find a Location](#)

[Make an Appointment](#)

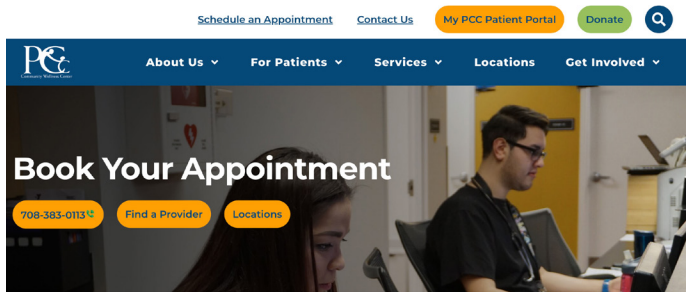
Contact PCC 708-383-0113



Goals & Challenges

The primary business goal driving the project was to increase patient volume—both by making it easier for new patients to discover and book services and by better supporting existing patients with tools like appointment scheduling and patient portal access. PCC also aimed to elevate its development and donation efforts by showcasing donor impact stories and streamlining the giving process. Another important objective was to attract top-tier healthcare professionals by presenting compelling and informative career opportunities. Increasing community engagement and visibility for programs such as the Teaching Kitchen was also a key focus, along with ensuring the site was fully accessible, compliant with ADA and HIPAA regulations, and available in English, Spanish, Polish, and Arabic.

To measure the success of the new site, several key ROI targets were identified. These included launching the website within a three-month timeline, achieving a consistent increase in website visits month-over-month during the first six months, and boosting new patient appointments by 15–20% through online conversions. PCC also set a goal to increase traffic from social media by 20% within the first year, supporting a broader push toward improved digital engagement and visibility.



Home > Schedule an Appointment

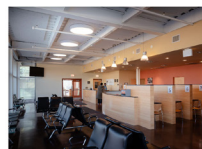
Scheduling Your Appointment Made Simple!

To ensure you receive the best care, please choose the location that best fits your needs when scheduling your appointment. Our care teams are ready to assist your every step of the way, whether you're seeking care for yourself or a loved one.

Schedule Online

If you are a **new patient** or do not have access to MyPCC Patient Portal, please select your preferred location to browse availability and **schedule your own in-person or telemedicine appointment** for primary care and other select services.

- Austin Family Health Center
- Birth Center at PCC
- Dental & Specialty Clinic
- Dr. Burdick Family Health Center
- Lake Street Family Health Center



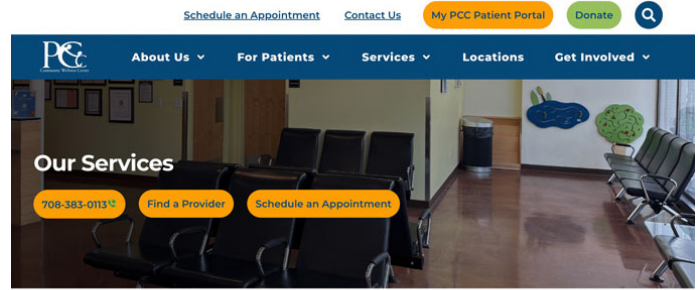
- Find a Provider
- Find a Location
- MyPCC Patient Portal

Preparing for Your Appointment

To ensure a smooth appointment,

Solution

Wakefly approached the project with a user-centric mindset, applying a strategy-first methodology to ensure the site would meet the unique needs of PCC's diverse audiences—from new and existing patients to donors, caregivers, volunteers, and government stakeholders.



Home > Our Services

PCC Community Wellness Center: Comprehensive Services for Every Stage of Life

At PCC Community Wellness Center, we are committed to providing high-quality, patient-centered care that meets the ever-changing needs of our community. Our wide range of services ensures that individuals and families have access to the care they need, when they need it, in a compassionate and supportive environment.



Discovery & Strategy

We conducted detailed stakeholder interviews and content audits to understand the site's pain points and prioritize the most critical user journeys—especially those related to booking appointments, accessing patient resources, and learning about services.

Design & UX

The design focused on welcoming visuals, intuitive navigation, and clear calls to action. The homepage was built around easy access to key features like "Make an Appointment," "Find a Provider," and "Patient Portal." Special attention was given to inclusivity, using diverse imagery and language access tools to reflect the communities PCC serves.

Development

Wakefly built the new website using WordPress with Elementor, enabling the PCC team to manage and update content with ease. Key features included:

- Multilingual capabilities for Spanish, Polish, and Arabic
- Accessibility enhancements and ADA compliance
- HIPAA-aligned patient engagement tools
- Responsive design for mobile-first users
- Integrated donation and volunteer calls to action

Content Architecture

The new site organizes information in a way that makes sense for users—from clear service categories and location pages to a robust "Get Involved" section for donors, volunteers, and job seekers. Internal staff and media partners also have quick access to the resources they need.

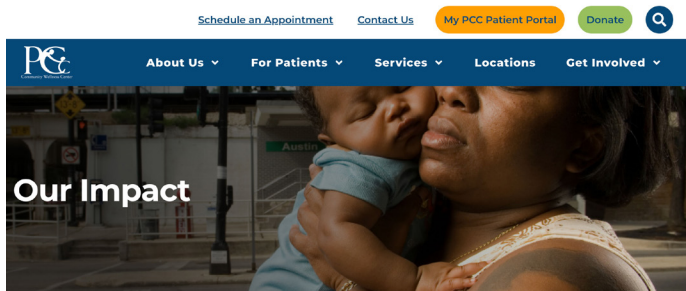
Results

While long-term performance metrics are still being gathered following the site's launch, the project successfully met all key delivery milestones, including going live within the targeted three-month timeframe. The client reported immediate improvements in several critical areas. Navigation across the site became significantly easier for users, resulting in increased patient engagement and more efficient scheduling. Internal staff also experienced improved efficiency, as the volume of calls for basic information noticeably decreased. Additionally, PCC received positive feedback from both community members and stakeholders, reinforcing the effectiveness of the redesign.

With the new website in place, PCC now has a digital platform that authentically represents its mission to build a Culture of Health. The site reflects the diversity of the communities it serves, connects users with the services and support they need, and provides a strong foundation for continued growth and engagement.

Conclusion

Wakefly helped PCC transform its outdated, disconnected website into a strategic, user-friendly digital experience that aligns with its mission, serves its community, and supports long-term growth. The project stands as a powerful example of how digital tools can enhance access to care and improve community health outcomes.

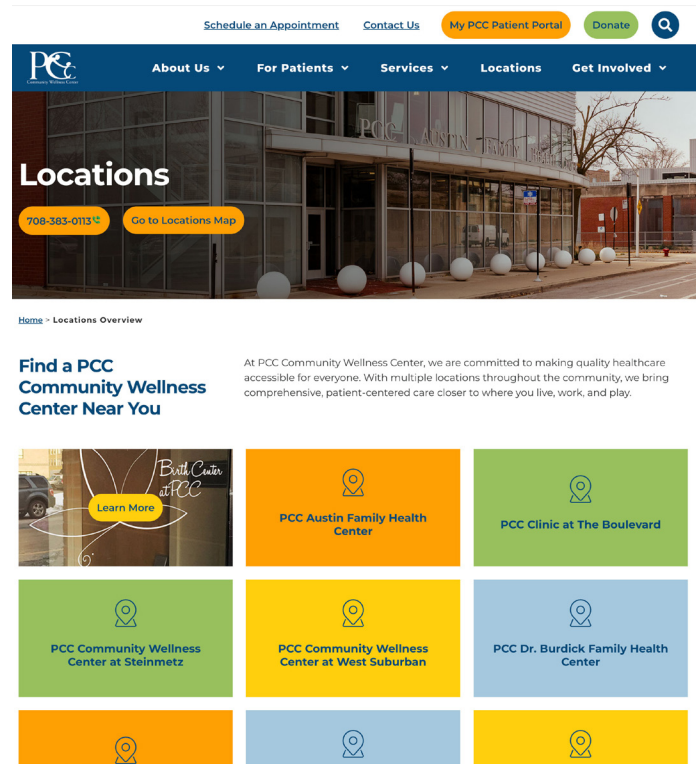


Transforming Health, Empowering Communities

At PCC Community Wellness Center, we're transforming communities through healthcare that goes beyond the doctor's office. By offering innovative medical services, wellness programs, and strong partnerships, we're driving positive change and advancing health equity across Chicago's West and Northwest Sides and nearby suburbs.

50k+ patients served annually	14 health centers providing accessible, high-quality care	6k+ patient visits each year	90% of our patients are from medically underserved communities	100% Federally Qualified Health Center (FQHC)
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Serving over 100 Zip Codes in Chicagoland area!



Wakefly

Wakefly is one of the most experienced WordPress development agencies, specializing in building and optimizing websites using WordPress and Elementor. With years of expertise in crafting high-performing, marketing-focused websites, we empower businesses with intuitive, visually compelling, and easy-to-manage digital experiences.

Whether you're looking to develop a new WordPress site or need support in enhancing your existing Elementor-powered website, Wakefly can serve as an extension of your team to help you achieve your goals. Our project team includes skilled WordPress developers and digital marketing experts, ensuring a seamless blend of design, functionality, and performance.

At Wakefly, we create digital experiences that matter. We take a strategic, data-driven approach to website development and online marketing, helping you connect with more prospects and customers. With a focus on usability, SEO, and conversion optimization, we engineer digital solutions tailored to your business needs.