



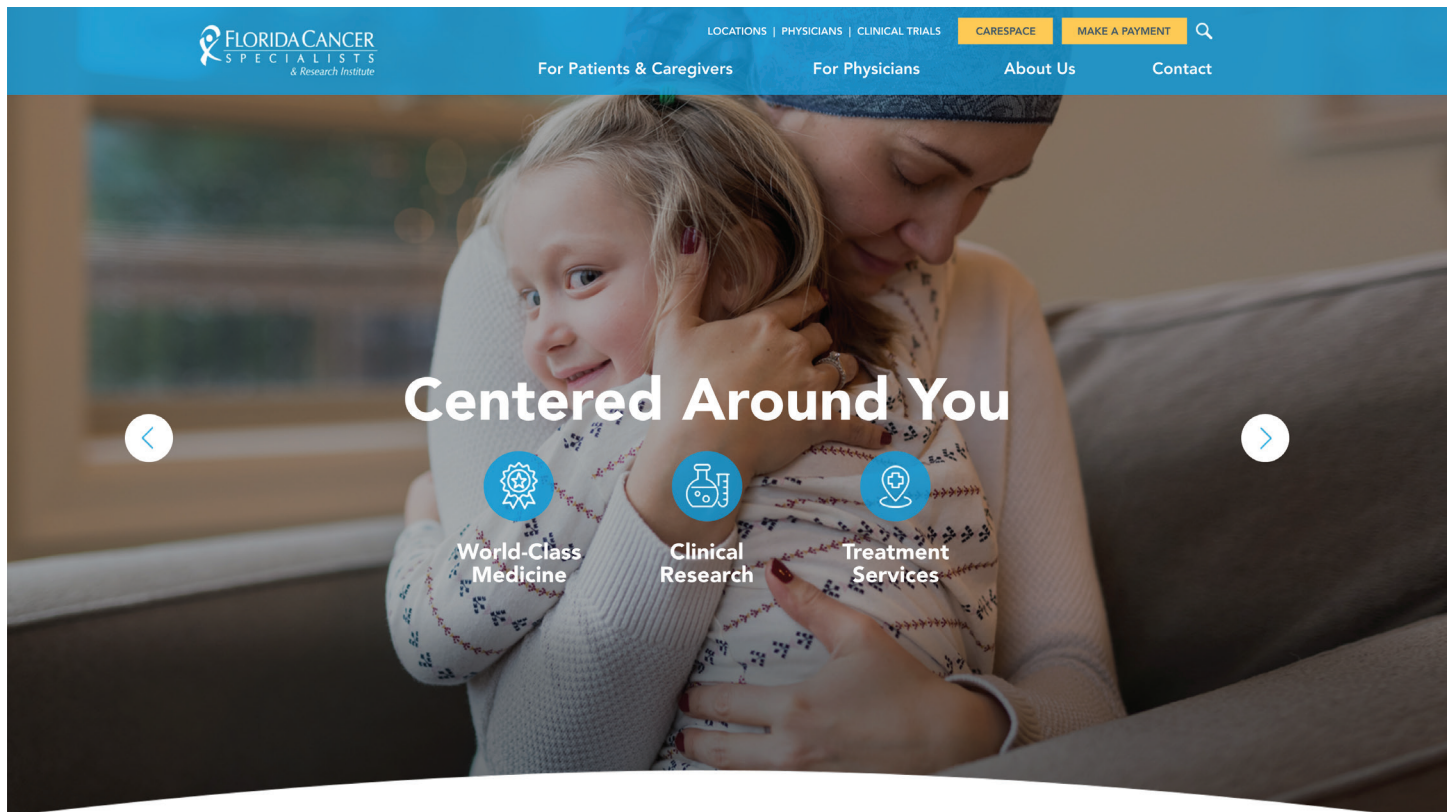
As a leader in medical oncology and hematology, Florida Cancer Specialists (FCS) are at the forefront of science and research to provide the best treatment options available, personalized for each patient's unique needs.



Background

Florida Cancer Specialists partnered with Wakefly to redesign and rebuild their website. The previous version of the website was built on the Django web development platform and doesn't have the flexibility to easily make updates and changes. Through more recent years as the company and

ancillary services have grown, flcancer.com has increased in size and content. As the website has increase in size, its structure and interface has evolved out of necessity rather than strategy. This has caused new content to be organized in a way that is not necessarily user-friendly.



Community Based World-Class Cancer Care

As a leader in medical oncology and hematology, we're at the forefront of science and research to provide our patients with the best treatment possible close to home. **Learn more about:**



Goals & Challenges

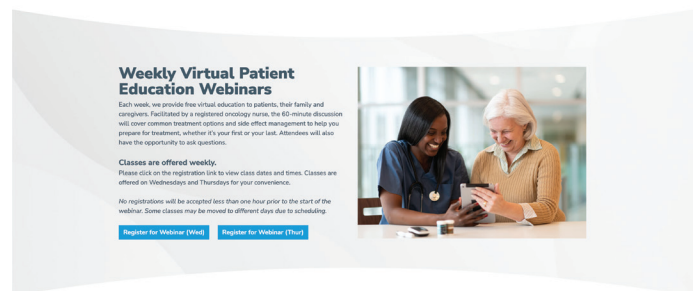
The goal of the new Florida Cancer Specialists website was to generate leads in order to increase interactions and awareness with their patients. Patients seeking cancer treatment from FCS are referred by outside health care professionals who may or may not be familiar with FCS. It is important that the new website engages with and educates this target market about FCS' treatment options. In addition, the new site was built to appeal to patients and family members conducting online research for cancer treatment and clinical trials. FCS' expects that the new website will reinforce their value proposition, thereby improving the quality of website visits from patients, their families and referring physicians.

Solution

After discussions with the Florida Cancer Specialists team Wakefly was able to understand their needs and make marketing message recommendations that would suite their objective which was to connect with patients and their families, that are spread across many regions of Florida. Wakefly helped to make these connections by developing the concept of "Centered Around You". This approach supported the Florida Cancer Specialists healthcare facilities being very close to patients and where they live their lives. This is a critical differentiator between Florida Cancer Specialist and their competition.

A new approach to navigation and user experience was implemented to help support the needs of each target market. Patients were at the foremost of consideration. Content was positioned and clearly presented

in order to set a comfort level that would establish trust, inspire hope and set a level of confidence that would be unmatched in FCS' industry. Patient stories were added to help convey the FCS experience and successful approaches that were taken in order to improve their patient's health and lives. Physicians were given tools, information and services from clinical trial information, patient referral forms to Insurance & Financial Counseling and Telehealth Services to help them get their patients to the best FCS care possible.



Wakefly

Wakefly is one of the oldest and most experienced Kentico Solution Partners. Wakefly has been a Kentico Gold partner since the inception of the partner program in 2008. Our vast portfolio of highly technical and marketing-focused websites allowed us to achieve Kentico's highest honor, Quality Expert.

Whether you are in the market for a new website or just need help to make updates to an existing Kentico site, we can act as an extension of your team to help you achieve your goals. Wakefly's entire project team has experience working with Kentico, including certified developers and EMS certified marketers, so you can feel confident entrusting us with your site.

Wakefly creates digital experiences that matter. We craft unified, online marketing strategies to help you to reach more prospects and customers. Our methodical, data-driven approach ensures that we engineer the digital solution that's right for you.

