Open MOCKUP doc, also attached.

Please note – all screenshots provided are placeholders, which we will replace with nicer looking graphical representations of the screenshots before going live. Also, Web Copy is in a separate document attached.

Here’s a summary of our business - which is important to read in order to understand what we are trying to visually represent. This will make more sense if you read it side by side with the current web page:

We collect patient records from all possible sources (EMR’s, Labs, Pharmacies etc) and synthesize the data into one standardized document (called “C-CDA”). We then run some algorithms on the document that summarize the data and list key insights the doctor will need to know about the patient, including possible diagnoses based on their medical history. Those insights are hyper-linked to the underlying records in the C-CDA. The C-CDA + Analysis (linked together) = the Compendium, our product. The compendium is sent straight into each patient’s EHR file.

**NOTES**

COLOR

Same color scheme as current (purples, greens, blues of the logo). We like the dark background but possibly open to lightening it up by using more of the other colors or more white, as long as it looks sharp and crisp.

BACKGROUND

We like the **subtle gradient backgrounds** behind the Retrieval and Analysis sections of the current page, but we'd like to improve it - **it should blend better and stretch all the way across and down the page** (right now there is a gap - the middle synthesis section is just against plain black).

LAYOUT

SLIDE 1 shows how the page should be laid out. We'd like to **maintain the pipeline concept** but are open to different ways of representing the process, as long as it includes the elements described in these notes.

Sections 1-4 describe our process each section and headline states what the main benefit of each part of the process for our customers (doctors)

SECTION 1 - YOUR PATIENTS’ FULL MEDICAL HISTORY FROM ALL SOURCES

As mentioned, we are open to different ways of representing the concept of data collection from all sources - as long as it gets across the idea that these source types are flowing into the same pipeline.

If you choose to design something similar to the original, that works fine – see SLIDE 4 for how we’d like to improve it - **the “branches” attached to the pipeline should point or curve up more**, something like the shape in my example (to give the impression that the data is flowing down the pipeline). Also, make the **branch lines shorter and the icons larger**. However you choose to design it, **the icons representing the source types should be larger**. (The fact that we retrieve data from these types is a big part of our value so it needs to be emphasized.)

Also, it would be nice to have an **enhancement like the glowing nodes in my example**, to make the concept of data coming down the pipeline look more high-tech/3-D.

SECTION 2 - TRANSFORMED INTO 1 COMPOSITE C-CDA HEATH RECORD

There should still be 2 graphics in this section. We are open to ideas but can keep the current circle logo icon (maybe add some more rings around it to balance it out with the rest if you’d like), but replace the document icon underneath it with the Screenshot 1- C-CDA.

SECTION 3 - SUMMARIZED AND LINKED TO KEY INSIGHTS

Instead of icons here, use the provided screenshots as shown on Slide 2. The **same C-CDA screenshot as above on the pipeline (in the background-only grey header should be visible) - then the Summary on top, the Summary Detail** **next to it, then the 3 Source Documents (Fax, Lab Report, Medication List) surrounding the Summary Detail.**

On our actual Compendium - clicking the View Source buttons on the Summary Details opens up each source document. So include **some sort of sleek visual to make it clear that those buttons are linked to the Source Documents** (lines like my example could work, but we’re open to different ideas). And **there should be some kind of effect in the background of all screenshots – glowing, framing, graphic – that helps emphasize and frame the images – makes them pop.**

Pipeline should go straight down in this section, not branch out to side like on current page.

Also, because of all the screenshots, Section 3 will obviously need to be larger than the other sections.

SECTION 4 - DELIVERED DIRECTLY INTO YOUR EHR FOR NATIVE VIEWING

Replace the Compendium icon with the Compendium screenshot provided. Try to incorporate the EHR logos provided (to show that we integrate with any EHR system.)

SECTION 5

Move the current bullet points currently under header to this section. No change.

SECTION 6

Replace Our Ethos section with FEATURED BLOG POSTS section - highlighting 2 or 3 blog posts.

HEADER

We’d love to have **some kind of dispersion effect like the example on Slide 5**. I attached many versions of the logo – see the folder Deconstructed Components of Logo which may help.

If that’s not possible, then data network lines superimposed over some sort of image like a doctor with an elderly patient (prefer without faces – please no cheesy typical free images of doctors that look like models, we will pay for a better image where needed).

FOOTER

Just add the text in the web copy text document

2 GENERAL THEME PAGES

For now, we need just 2 additional pages matching the theme – 1 shorter page with room for a couple of paragraphs only (for About Us etc) and a 2nd page with a few sections, each with their own header (for Benefits and Use Case pages etc). You can use lorem ipsum or whatever you want here as we will fill in exact text and images on these pages after.