# Changes needed to website 12/22/15 (using Chrome browser)

## Header

The logo feels a bit small relative to the rest of the website. Increase the size a bit? I think it’s too big on the current website, medcontroltech.com, though.

### Menu Behavior

As stated in the original project brief:

“I want the top banner to remain static and the user to be able to scroll through each section/menu choice.”

Currently, the top banner scrolls out of view and clicking each menu choice brings you to a separate page. My intent was for the page to scroll to that section of the page if the user clicked it. The design you have now would make sense if I had more content, but it would currently be a duplication of what’s on the home page, but on a separate page by itself.

Make the top menu/logo band static

Modify menu selection behavior as described above

## Home

Fix “Improving medication adherence in the patient setting”

Fix typo

It’s cut off at the top. This is exacerbated as the browser width is decreased until the text is placed below the image.

Remove “Our first product is an intelligent pill bottle that enables patients to adhere to their prescription regimens and provides security via reminders, identity verification, and restricted access.”

### Background photo

The background photo isn’t bad. The woman appears a bit too close to the text to me. Is it possible to nudge it to the right so there’s some space between her and the text?

### Device photo

Feedback I gave during the design phase that didn’t happen:

“- The pill bottle image you used is the wrong version. Please use the one in the project brief without stickers on the device.”

Need to update device photo. Attached in project brief (Device.jpg)

Can you nudge the photo to the right a bit so it’s not completely left justified?

## About

Change to:

“Medication non-adherence contributes roughly $300B to the annual U.S. healthcare expenditure. A subset of this problem, prescription drug abuse, addiction, and diversion, cost health insurers nearly $100B and is a rapidly growing epidemic. MedControl is addressing both of these problems with its sophisticated medication dispensing device.”

### Pills/bottles picture

Can this image be vertically aligned with the paragraph text? Maybe the top of the image with the top of the paragraph, or center them, whichever looks better.

The rectangular image contrasts with the grey background quite a bit given its white background. Can it be blended on the edges or something?

## Another band between “About” and “Our Solution”

Can another “band” be added below “About” with two sides containing pictures representing general adherence and abuse? This was the feedback I gave during the design phase that didn’t happen:

“- The website doesn't really express that we address the issues of prescription drug adherence AND abuse. I included a bunch of pictures that represent these concepts in the slide deck included in the project brief. You aren't necessarily limited to these, but they are to give you an idea of what I'm looking for.”

* For instance, I have a stock photo of an elderly person’s hands filling a pill tray and attached it to the brief (GeneralAdherence\_4096x3165.jpg).
* I also attached an image representing abuse (Abuse.jpg) as an example.

## Our Solution

Change “Patient Identification” to “Patient Specific”

Associate this text with “Patient Specific”:

A fingerprint scan ensures that the intended person is present prior to dispensing. Prescription regimens can be programmed as needed whether by specific windows of time or minimum times between doses. Further, multiple fingerprints can be enrolled with various user privileges such as patients who use medication and users who can fill and program the device.

Associate this text with “Secure”:

Once the device is filled and locked by an authorized user such as a pharmacist, the patient is physically unable to access the medicine without destroying the container, in which case various degrees of rigid construction and tamper detection will address the aggressiveness of the intended user. The device is not intended to be an indestructible pill safe, but a preventative measure that can inform relevant stakeholders such as pharmacists and doctors throughout treatment.

Associate this text with “User Friendly”:

For single medications, the device is portable and compact such that the patient can carry it with them similar to a standard pill bottle. From a pharmacy operations perspective, the device can be bulk-loaded with a standard pill counting tray unlike like other compartmentalized solutions. Interchangeable slides accommodate a wide variety of pill geometries such that the core device acts as a platform across solid medications.

Associate this text with “Technology Enabled”:

The device is equipped with a cellular module capable of wireless communications that provide the ability to call, text, email, or update a server with a variety information. Potential applications of this technology include:

* Notifying the patient they are due for another dose
* Escalating and communicating non-adherence intervention via call-center, caregiver, or family member
* Storing information related to dispensing events for subsequent analysis to assess adherence as it relates to patient outcomes
* Communicating breaches and tamper detection

If wireless communications aren’t desired, the device can also notify the patient via an onboard ringer, flashing lights, and vibration. Data transmission is possible using a mini USB port that can also be used to charge the device with a standard charger.

The current responsiveness of the boxes allows “Identification” to be cut off if the browser is sized narrow enough to still allow them to be oriented in a single row i.e. not narrow enough to stack them. Maybe this won’t happen when it says “Patient Specific”.

Bringing the user to a separate page for each of these seems a cumbersome. Can the text be located next to each of the images?

## Our Team

This is how I would like to handle the team:

The co-founders are David and Arthur. The images probably need to be resized/cropped and put into gray-scale to look more consistent. They can be side-by-side or top/bottom, but in this order:

[Insert photo: Dave Jasnos.jpg]

David Jasnos

CEO & Co-founder

[Insert photo: Arthur David.jpg]

Arthur David, MD

Co-founder

Below these, I would like to list Advisors:

Steven Fleck

President & CEO, Proximedics Technologies

Lawrence Dunn, MD

Private Practice in Psychiatry

## Contact Us

Make the address “Pittsburgh, PA” (no street address)

Phone number is “(412) 342-8240”

Remove Fax number

Change “How did you hear about us” to “Your message”, move below the other four form fields, and make it wide.

The destination of the message can be “info@medcontroltech.com”

## Footer

Fix “Home, About, Service, Testimonials, Careers, Contact” to be consistent with the site’s structure.