

Web Design & Branding for Medical Billing Company

PROJECT DETAILS

 Web Design

 Apr 2021 - Jun 2021

 Less than \$10,000

“
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PROJECT SUMMARY

Anderson Collaborative was hired by a medical billing company to provide web design and branding services. The team revamped the client's brand and website and designed new branding and marketing materials.

PROJECT FEEDBACK

Anderson Collaborative produced consistent yet unique branding materials to help the client's brand stand out. A reliable partner, they were very attentive to the client's needs and ideas. They led productive meetings and communicated effectively with the client throughout the project.



The Client

Please describe your company and your position there.

I am the president of a medium sized medical billing service that was looking to polish our brand and increase our on-line presence along with a new launch of an aggressive marketing campaign to achieve growth.

The Challenge

For what projects/services did your company hire Anderson Collaborative?

I was referred to Anderson Collaborative to create a new look that is modern, professional and very pleasing to the eye. Our company was started from scratch 20 years ago and the “brand” had not been clearly defined. The first project was to design a logo, colors, fonts, theme. Next was to create a revamped website and marketing materials.



Juli Ann Quinn
President, RSABill, Inc.

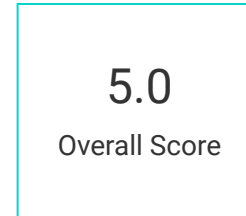


Business services



Santa Ana, California

CLIENT RATING



Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you select this vendor and what were the deciding factors?

This was a referral from a former employee of Anderson that I trust very much. I did also contact 2 other companies for comparison. Anderson Collaborative was a very competitive price, was able to offer all services requested, and I felt very connected with the staff I would be working with understood my image that I was wanted to project in the final designs.

Describe the project in detail and walk through the stages of the project.

We began with video meetings with Trevor to allow me to talk about my company, my passions, my goals for the projects. Then he researched my existing website and formed a team to work with me. Kevin was the point person for creating a new logo. He researched my industry on the web to see what other companies looked like and presented 6 designs that were consistent with my peers, yet a step above. We scheduled weekly video meetings to look at the progress and give feedback for the direction of the designs.

My team was able to participate every step of the way, although Kevin and Trevor were always right on point correctly representing our personality, Their creative concepts were much appreciated. After the website was completed, they then designed ads and offers to be used in paid advertising. Lastly, they created new business cards, stationary and envelopes in the new image.



How many resources from the vendor's team worked with you, and what were their positions?

Although I believe there were other team members working in the background, I worked weekly with Trevor and Kevin from Anderson's team. Kevin is the founder of the company and very hands on with the whole process. Kevin is art creative and web layout.

The Outcome

Can you share any outcomes from the project that demonstrate progress or success?

Anderson Collaborative was very attentive throughout the process and gave a realistic timeframe and clear quote, in which they did complete on time and in budget.

How effective was the workflow between your team and theirs?

Communications was a definite strength of working with Anderson Collaborative. We had weekly Google Meet video calls with both of our assigned point people attending. They also sent pre-meeting emails with links to review progress allowing everyone to be prepared for very productive meetings.

What did you find most impressive or unique about this company?

They were amazingly creative, knowledgeable, and have fantastic personalities. The final results are so impressive!



Are there any areas for improvement or something they could have done differently?

Every step was smooth, no criticisms at all.

