

CASE STUDY

# How a healthcare fintech transformed their digital experience



# Evolving the website of an evolving tech brand

## Background:

Zelis is a healthcare payment processing provider that helps streamline billing processes between healthcare providers and payers. They are the go-to solution for organizations that want to create modern healthcare financial experiences.

## The challenge:

Zelis was evolving their brand to make it more modern and aligned with their value proposition of modernizing healthcare. Zelis engaged with WebMechanix to roll out these updates to their website. The website also needed some architectural updates to ensure their products and solutions were accurately and fully represented.

At the same time, Zelis had also been undergoing the acquisition of a handful of companies, two of which aligned directly with the launch of the new website. Furthermore, interviews with external stakeholders revealed that the site was hard to navigate, making it difficult for customers and partners to find the right information for their needs.

In short, Zelis.com needed a reboot: a user-friendly website, optimized for conversion that represented the Zelis brand and products well.



## The proof is in the numbers:

20%

Increase  
new users

116%

Increase engaged  
sessions per user

62%

Increase  
website conversions

# The solution:

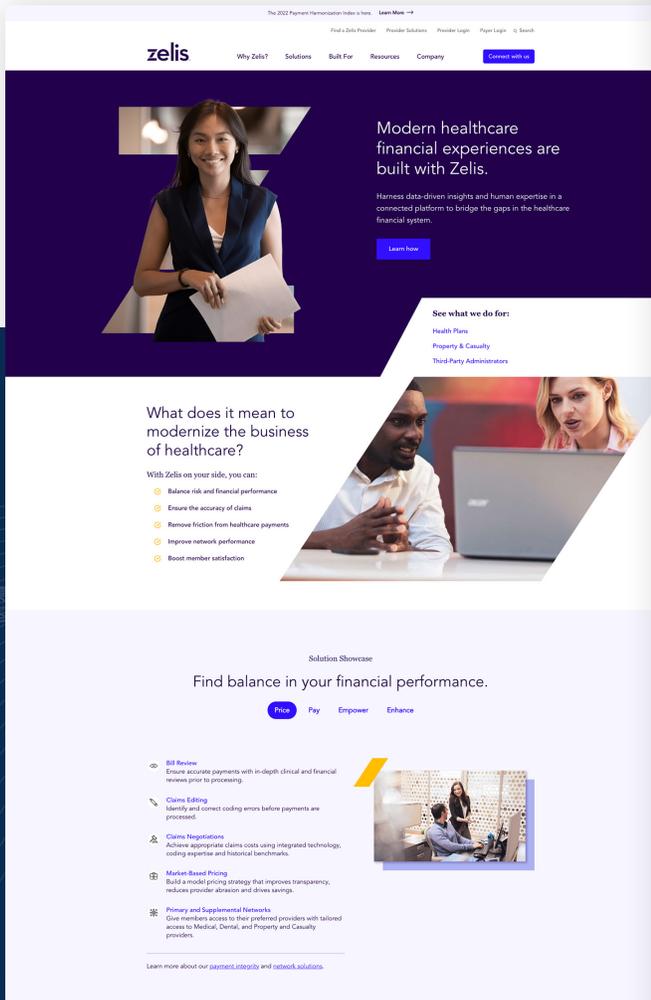
WebMechanix started by reviewing the data to understand the requirements for the new website. The team gathered insights from the Zelis marketing team, including the team member managing Content Square to pinpoint the gaps in the current user experience. We also analyzed previously-conducted stakeholder interviews.

With these insights in hand, the design team dove into wireframes, creating 15 page layouts and 30+ components (including different variations). The information architecture build was a smooth

transition – we maintained the existing top-level navigation, but reworked the sitemap to incorporate Zelis’s new products and services.

Midway through the project, Zelis found they needed to accelerate the project timeline to be able to have the new website ready for an upcoming conference. This meant we needed to reduce the design phase from a standard four month timeline to two weeks, while moving the launch of the site up by a full month. Both teams agreed we would need to get creative about how to pull off this abnormally difficult timeline.

## BEFORE



## AFTER



## Here's how both teams rose to the challenge:

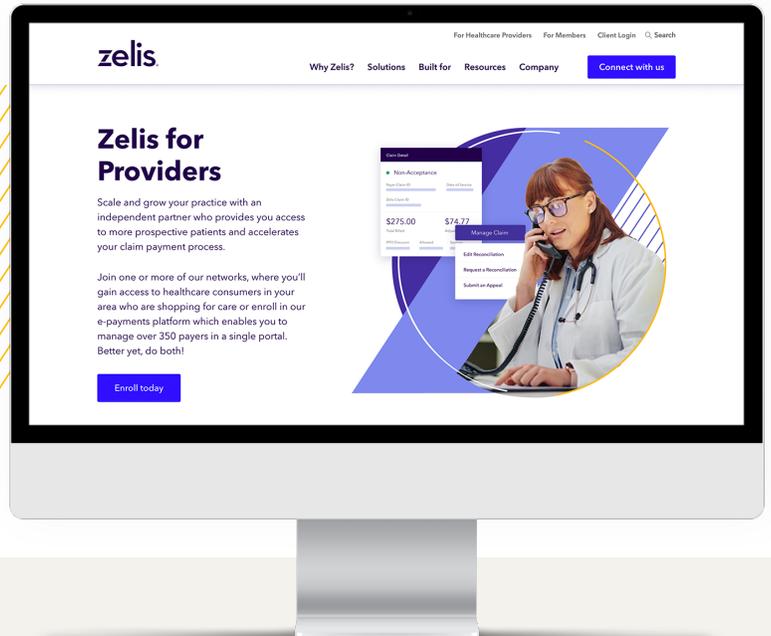
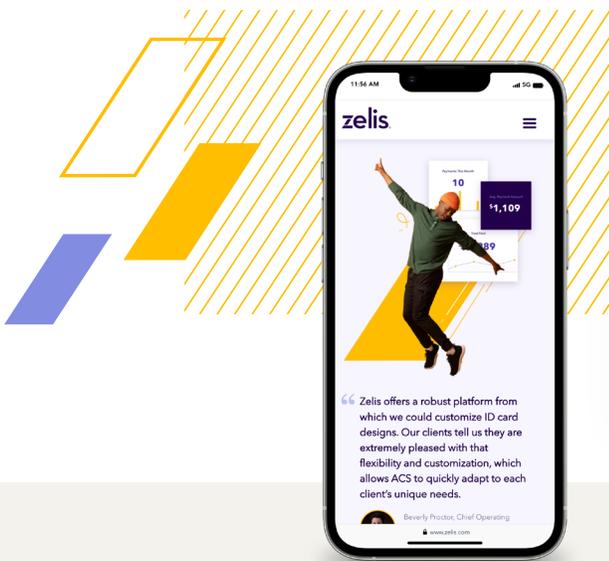
- WebMechanix onboarded additional design resources for the project
- We agreed to semi-immediate feedback cycles on design work (24 hours)
- Close collaboration via Slack with hard deadlines for approval of all designs
- Deprioritization of complex changes, to be implemented post-launch

Zelis's incredible team deserves immense credit here — they pushed through many content revisions in short order to get the new content ready for the website. This was supported by

hard content deadlines, close collaboration for content entry and additional entry resources from WebMechanix.

We then moved to development, working in tandem with the Zelis team to build the backend ASAP to make it easy for them to add content in. While the Zelis team added their content with augmented support from WebMechanix, WebMechanix built the front end experience.

In the end, it was an all-hands race to the finish. But we launched on time! And even had a few days to polish things before the conference.



## The result:

Not only did the website launch go off without a hitch, but the results speak for themselves.

Here are just a few of the “before/after” launch highlights from Google Analytics, period-over-period:

- **New users – increased 20%**
- **Engaged sessions per user – increased 116%**
- **Conversions – increased 62%**

In other words, we saw traffic, engagement and conversion metrics improve substantially over the old website. Both the Zelis and WebMechanix teams were thrilled with the outcome!

## The bottom line:

The success of any redesign project comes down to 3 things:

1. Strategic, data-backed decisions
2. Solving for bottlenecks (like content)
3. Teamwork between client and agency

In Zelis, we have an incredibly talented client team that understands the value of data and was able to collaborate creatively to get the job done.

Without that partnership, such incredible results would not have been possible.

We're excited to continue working with Zelis to continue to evolve their website and scale up their digital marketing results.

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We couldn't have dreamed of having a better website partner than WebMechanix. They care just as much about our brand and performance as we do. Professional, proactive, and results-oriented. Just an all-around great team to work with!

**Valerie Bauer**

Director, Digital Marketing @ Zelis

## What about you?

Does your website need to evolve with the needs of your business?

Want a website that delivers more traffic, engagement, leads, and sales?

We can help! [Contact us here](#) to book a time with our website design and development experts. We'll learn about your goals for the website and develop a custom plan for your successful redesign.



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