

Expertise & Capabilities Overview

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About Modea

Modea is a digital experience consultancy exclusively dedicated to the healthcare industry. We craft innovative digital products that deliver tangible results. Our approach combines creative design, deep healthcare knowledge, and best-in-class technology delivery to enhance the digital patient experience.

Our Mission

To improve the healthcare experience by helping organizations establish and nurture strong relationships with their customers. We do this by helping our clients identify the right digital strategies and create products that infuse control, transparency, and choice into the consumer healthcare experience.

Modern healthcare consumers desire quality and convenience, especially when using digital tools. They want to tap, swipe, and click without unnecessary backtracking. Outdated digital experiences can cost organizations business, and that's where we come in. We assist healthcare organizations by:

- 1 Developing a patient-centric digital strategy.**
- 2 Designing and building the products that bring that vision to life.**

A well-executed digital strategy builds trust, engagement, and stronger patient relationships. We believe that digital tools should empower healthcare consumers with choice, control, and transparency. This philosophy drives our daily work: helping our clients build transformative digital experiences to make healthcare more human and personal.

Our Team

We've built a seasoned team of people who are great at their craft and terrific human beings. Our entirely U.S.-based team comprises skilled professionals with expansive healthcare and technology experience. We not only strive to deliver quality work on time, we seek to go above and beyond in the care and treatment of our client relationships.

“ Modea has been an exceptional partner in our web modernization journey. Their team demonstrated a deep understanding of healthcare, digital transformation, and the complexities of [our organization]. They bring both innovative ideas and practical solutions in helping us modernize outdated infrastructure, strengthen governance, and unify our patient digital experience. What sets Modea apart is their ability to balance technical expertise with a collaborative, human-centered approach. I highly recommend them as a trusted partner for any organization undertaking a complex web transformation initiative.”

*(AVP, Web Operations & Digital Strategy,
University of Rochester Medical Center)*

Since 2006, Modea has been a proven force in building digital assets that deliver consumer value and ignite revenue growth. For over a decade, we've honed our focus exclusively on healthcare, applying cross-industry digital best practices to exceed customer expectations. Our unwavering commitment to healthcare and consumer needs has enabled us to foster many multi-year client partnerships, create dozens of cutting-edge products, and deliver on our mission.

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Trusted by



Expertise

Modea provides Digital Strategy, Experience Design, Technology Delivery, and Data & Insights services to deliver transformative digital consumer experiences for healthcare organizations.



Digital Strategy is designed for healthcare organizations that recognize their digital experience could be improved but require guidance on how to proceed. Through stakeholder alignment exercises, technology assessments, and roadmap development, we provide clarity on the optimal technologies and solutions to meet both consumer needs and business objectives.



Experience Design focuses on crafting innovative and engaging digital interactions for healthcare consumers. We conduct in-depth user research, create detailed user flows and wireframes, and develop compelling visual designs to ensure every digital touchpoint is seamless and patient-centric. Our approach prioritizes understanding the needs of your audience and translating insights into experiences that build trust, drive engagement, and simplify complex healthcare journeys.



Technology Delivery provides healthcare organizations with expert partnership in engineering the digital products essential for thriving in today's mobile-first consumer landscape. This includes creating custom solutions tailored to your organization's needs, such as comprehensive website platforms and redesigns, complex system (including EHR) integrations, and cutting-edge mobile applications.



Data & Insights services empower healthcare organizations to leverage product data for strategic decision-making and continuous improvement. We provide comprehensive, HIPAA-compliant analytics services to help you transform raw data into actionable insights, helping you measure digital product value, optimize customer engagement, and enhance the overall digital consumer experience.

On the following pages, we detail a selection of our capabilities that fall into our areas of expertise. This list serves as a sample of our offerings and not a comprehensive services menu. We'll collaborate with you to define the optimal engagement plan tailored to your organization's specific goals.

Digital Strategy Capabilities

Digital Product Strategy

Setting the vision for your digital products

We will guide you in defining and evolving your digital products to meet dynamic market demands and consumer expectations. We will identify strategic opportunities, prioritize product features, and develop a clear roadmap for digital solutions that enhance patient engagement, streamline operations, and drive sustained growth. Our collaborative and intentional approach involves forming a deep understanding of your business objectives to ensure your digital products deliver maximum value and competitive advantage.

Outcome: A data-driven product roadmap that charts the course for development and optimization

DXP Selection

Choosing the right technology for your health system

Identifying and implementing a DXP that will enhance your entire digital ecosystem is critical for long-term enterprise security, agility, and innovation. We will analyze your specific business needs, technical requirements, and patient engagement goals and follow our proprietary platform selection process to guide your decision. Our expertise ensures you select a platform that not only meets current demands but also provides a scalable foundation for future digital growth and delivers a cohesive experience across all touchpoints.

Outcome: A digital experience platform that supports long-term digital growth



SITECORE

ACQUIA



Optimizely



Adobe

Audience Research

Identifying audience characteristics and requirements

We will help deepen your understanding of the needs, behaviors, and preferences of your audience groups. Modea's skilled researchers employ a variety of methodologies to gather insights, identify pain points within the user experience, and uncover opportunities to optimize digital interactions. This foundational research provides the crucial information necessary to prioritize initiatives and develop a strategic roadmap, ensuring your digital solutions resonate with and serve your target audiences.

Outcome: A comprehensive understanding of your audiences that informs your product strategies

Lauren & Nick

Parent Experts



- How They Find a Doctor**
 - Patient communities
 - Provider and personal networks
 - Referrals
 - Google
- How They Find Information**
 - Internet: WebMD, Mayo Clinic, social media support groups, condition specific .orgs
 - Word of mouth, care communities
- What They Want**
 - "I want my child's doctor to work with us as a team"
 - The best care
- What Gets in the Way**
 - Juggling schedules
 - Excessive travel and wait time
- Keep In Mind**
 - They are experts in their child's condition
 - They are dealing with ongoing, often very serious, conditions
 - They are willing to travel farther for the best care
 - Rankings, awards, and research are important
 - They are looking for practical information

↑ Mobile — Desktop ↑ Telehealth ↑↑ Portal

Jim

Emerging Diagnosis



- How They Find a Doctor**
 - Primary care recommendation
 - Provider websites
 - Google: "cardiologist near me" or doctor name
- How They Find Information**
 - Internet: WebMD, Mayo Clinic, social media support groups, official looking .orgs and .govs, provider websites
 - Word of mouth
- What They Want**
 - "We go to the specialist our doctor recommended"
 - Good care is table stakes
 - Insurance accepted
- What Gets in the Way**
 - Excessive travel and wait time
 - Overly technical or jargony language
- Keep In Mind**
 - They have independent knowledge, but value their providers' recommendations
 - Mainly mobile, but prefer a laptop for complicated tasks
 - They assume a specialist is qualified
 - Convenience is extremely important

↑ Mobile — Desktop ↑ Telehealth ↑ Portal

Experience Design Capabilities

Customer Journey Mapping

Understanding your consumers' goals and actions

We will assess the steps users take to achieve critical goals like requesting or scheduling an appointment, symptom checking, finding a provider, and accessing virtual care. This process illuminates frustrations or gaps with the current product organization, and helps us identify changes that need to be made to the existing information architecture in order to address any pain points and deliver an integrated and streamlined patient experience.

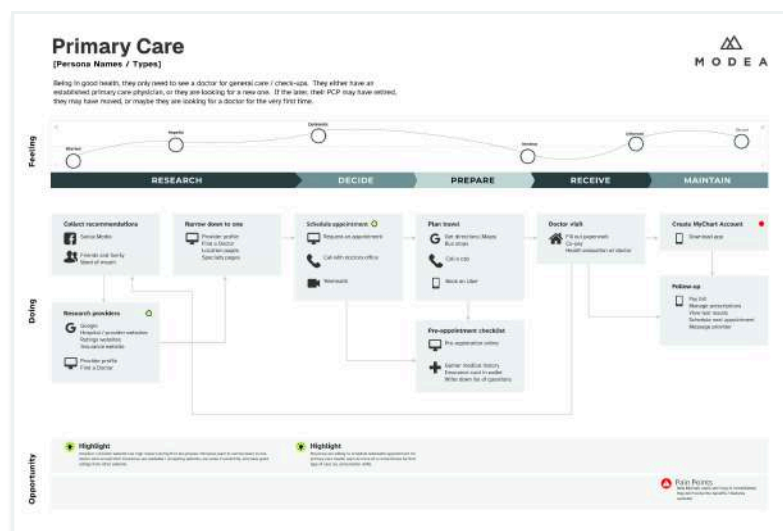
Outcome: Detailed customer insights to inform product roadmaps

UX Research

Gathering user insights to inform product design and development

We will conduct in-depth research and analysis to understand user behaviors, motivations, and pain points within your digital experiences. We employ a range of methodologies, including usability testing, interviews, and surveys, to gather crucial insights that inform design decisions and optimize user flows. This research provides a clear, data-driven foundation for developing digital products that are not only functional, but easy to use.

Outcome: Digital products that are intuitive and user-friendly for your target audiences

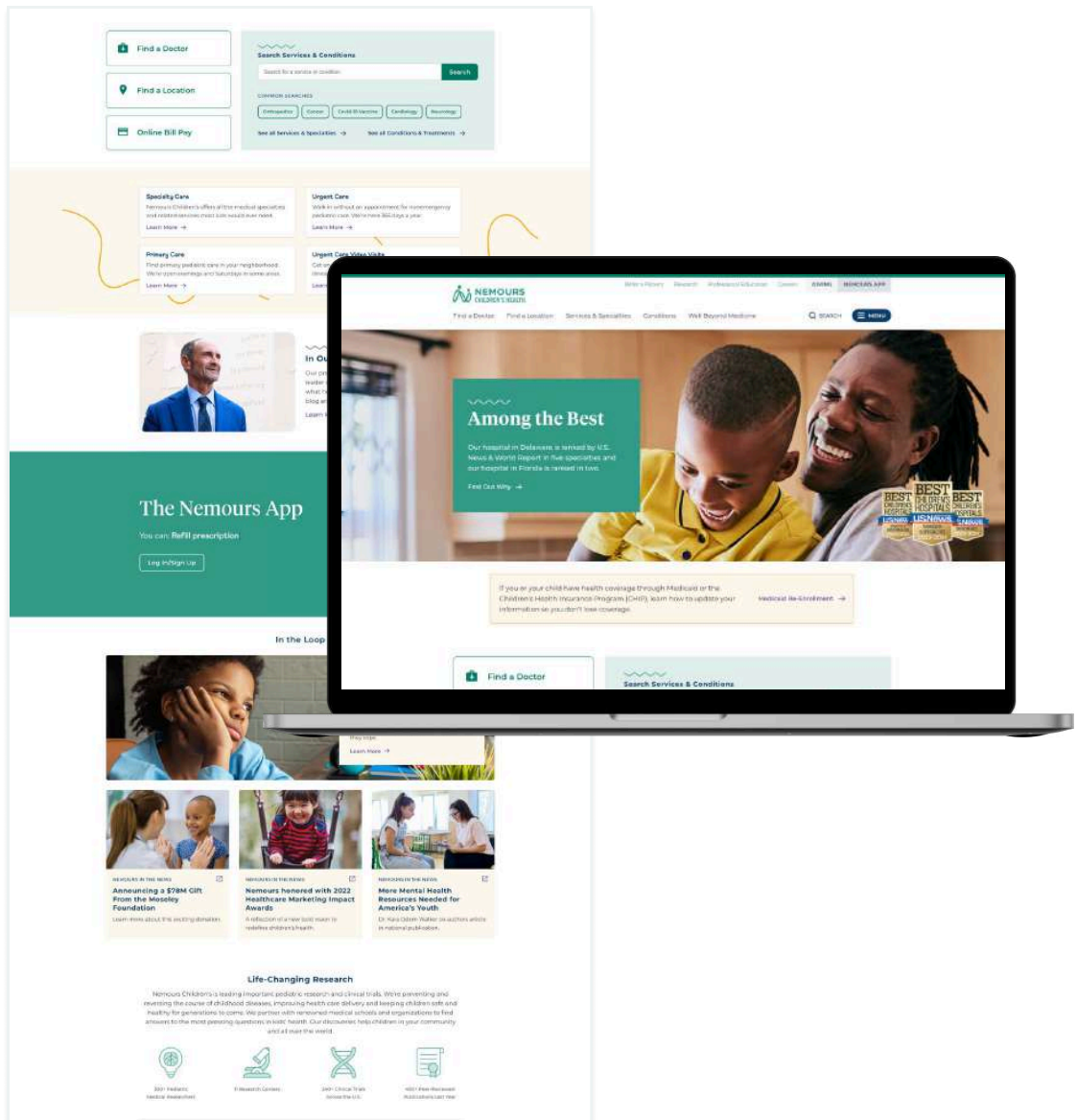



Product Design


Creative design for impactful digital experiences

We combine healthcare industry insights, user experience research, and expert visual design to create interfaces that are both aesthetically pleasing and highly functional. We translate complex information into clear, engaging visuals, ensuring every element—from typography and color to iconography and layout—enhances usability and reinforces your brand. Our approach ensures that the visual design not only looks great but also actively guides users through seamless and transformative digital experiences.

Outcome: Pragmatic and beautiful digital interfaces







bright approachable
modern

Primary Button Secondary Tertiary Tertiary

Default [Call us](#) [Read more](#) [Read more](#) [Read more](#)

Hover [Call us](#) [Read more](#) [Read more](#) [Read more](#)


Search for a service, condition, or treatment [Search](#)

Tab 1 Tab 2 Tab 3

Telehealth - convenient care


Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas varius tortor nibh, sit amet tempor nibh finibus et. Aenean eu enim justo.

Normal Hover



Ellie's Story: Recovery against all odds

[Read the story](#) →



Tia's Story: We got vaccinated to protect each other



[Read the story](#) →

Medicare Advantage (normal) [Physician Gr...](#)

We're in this with you, let's get better

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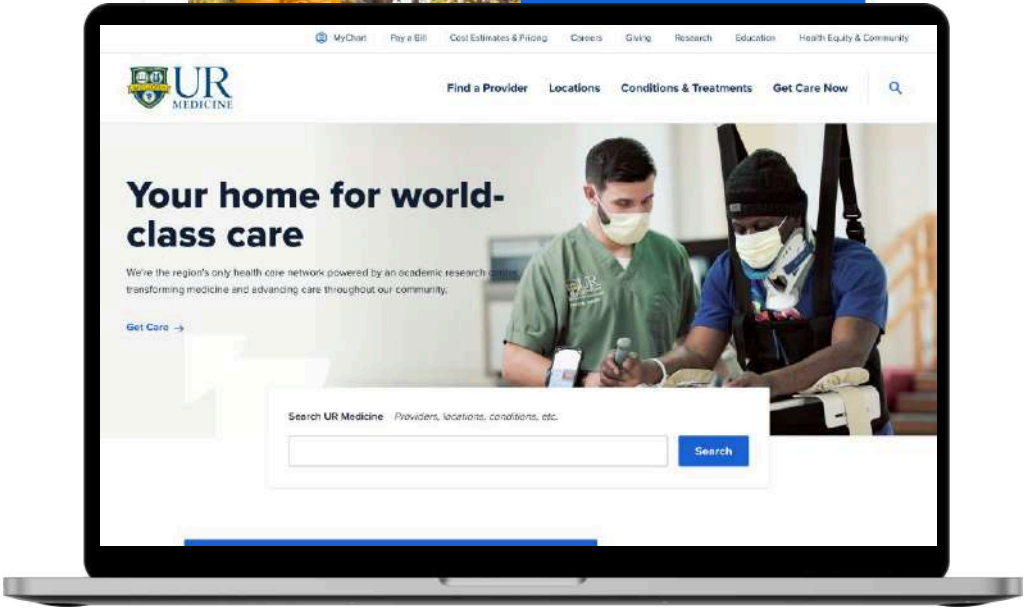
[Read more](#)

Our dream? A higher level of care- for all

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[Read more](#)



MyChart Pay a Bill Cost Estimates & Pricing Careers Giving Research Education Health Equity & Community

UR MEDICINE

Find a Provider Locations Conditions & Treatments Get Care Now

Your home for world-class care

We're the region's only health care network powered by an academic research center, transforming medicine and advancing care throughout our community.

[Get Care](#) →

Search UR Medicine Providers, locations, conditions, etc.

[Search](#)

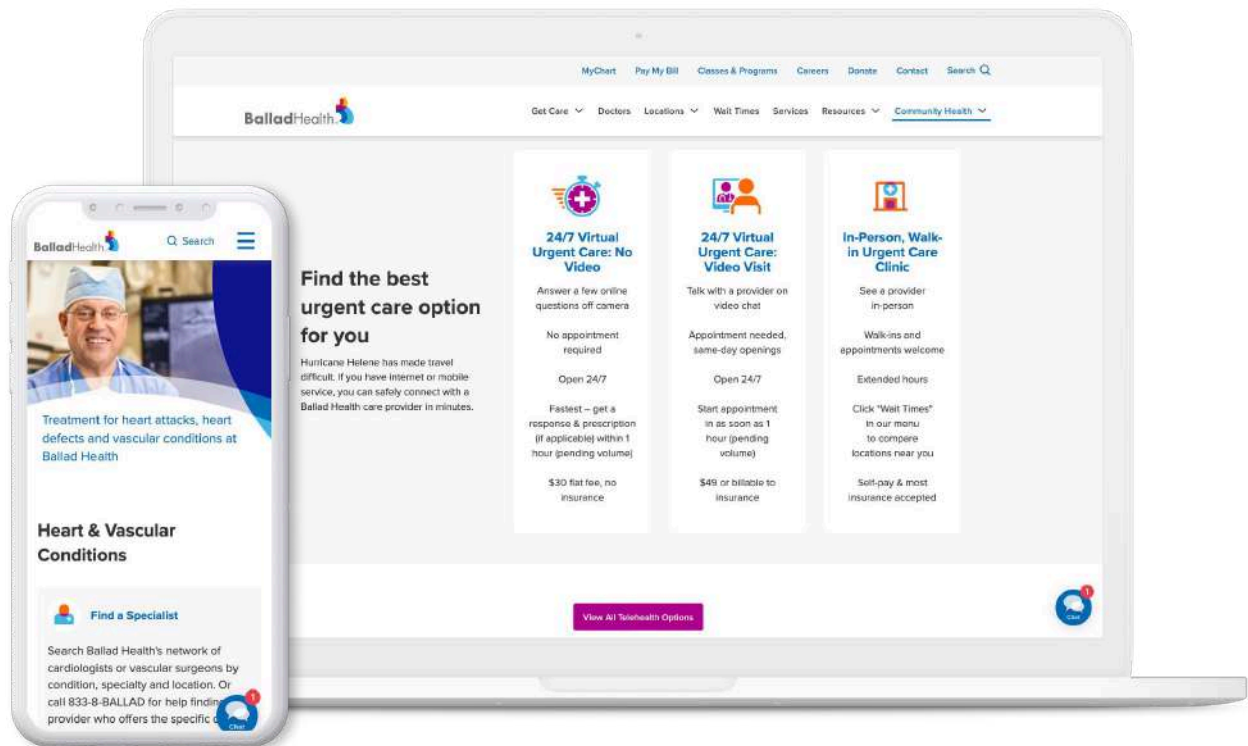
Technology Delivery Capabilities

Website Development

Investing in your health system's most visible asset

We specialize in developing innovative and user-centric healthcare websites. Our approach combines technical expertise with a deep understanding of the healthcare industry, ensuring that your web platform is not only functional and secure but also tailored to internal stakeholder needs and external users. From full enterprise web builds through ongoing product optimization, we create websites that are compliant, engaging, and accessible.

Outcome: A future-proof, scalable, and flexible web platform that evolves with your health system



Mobile App Development

Enhancing patient engagement through a dedicated mobile experience

We design and build high-performing mobile applications that serve as powerful extensions of your healthcare organization's digital ecosystem. Our team brings extensive mobile development expertise to create custom, proprietary mobile apps that streamline access to services, personalize content, and foster stronger patient relationships. From integrating with existing EHR systems to developing novel features, we build innovative solutions that meet the evolving demands of today's mobile consumer.

Outcome: A user-friendly and feature-rich mobile app that drives patient engagement

EHR Integration

Providing a cohesive patient experience across digital touchpoints

Integrating your digital products with the underlying electronic health records is a complex but crucial step for healthcare organizations aiming to present a cohesive, branded, and differentiated digital care experience. We leverage native EHR modules and APIs to create custom experiences that integrate your EHR directly into your patient-facing products. This can allow for seamless integration of online scheduling and health record data, such as upcoming appointments, lab results, and medication, directly onto a branded, proprietary interface. Our experience spans all major EHR platforms, including Epic, Cerner, and Athena.

Outcome: Authenticated and branded EHR integrations that reduce friction in your patient experience and enable you to own your strategic product roadmap

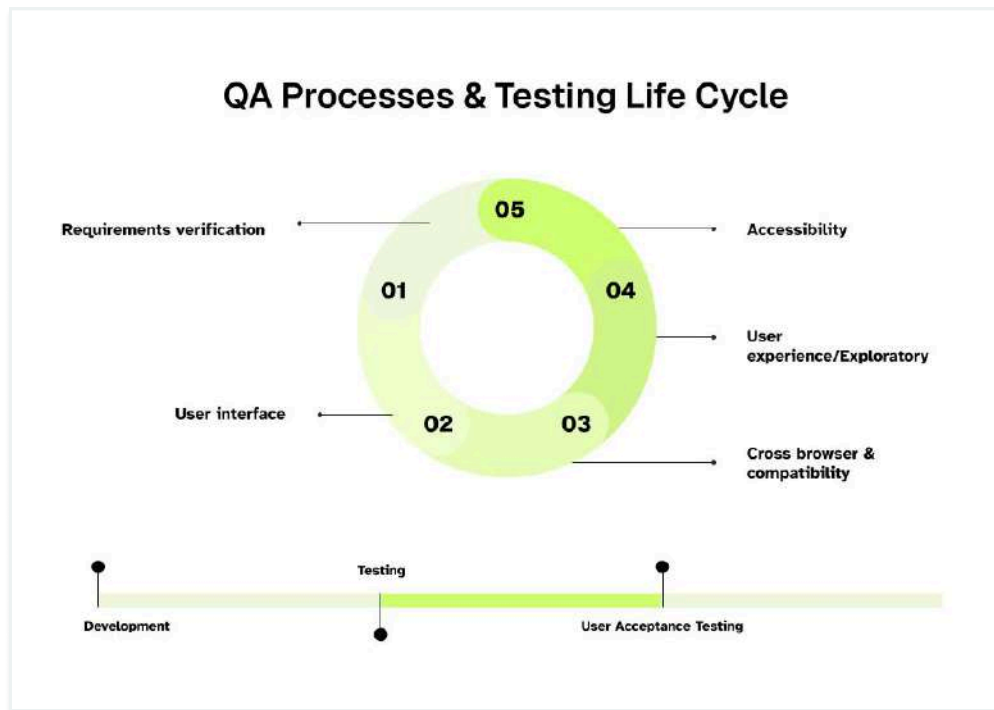


Quality Testing

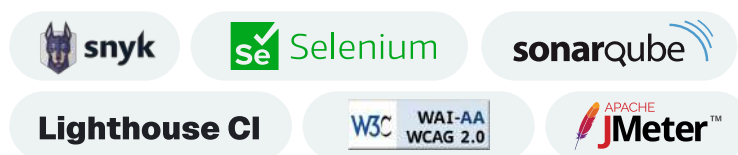
Delivering digital solutions that are reliable, accessible, and performant

Enterprise-grade technology products are never defect-free. A quality product is one that is continually tested and improved as issues arise. Our comprehensive quality testing approach vets products for functionality, performance, security, and usability on an ongoing basis. We will work with you to define the functional and visual requirements associated with your products, and then perform tests at both the feature level and across the product holistically. We employ different tools, heuristics, and oracles to test rapidly, responsibly, and systematically.

Outcome: A quality product that sees continuous improvement thanks to consistent and efficient testing



Technologies Used



Data & Insights

HIPAA-Compliant Product Analytics

Safely and securely measuring the impact of your digital products

Our compliant analytics services are deeply embedded within the product development lifecycle. Our analysts partner closely with developers for seamless installation and integration, collaborate with the quality team to define and measure success metrics, and work hand-in-hand with designers to ensure insights are effectively implemented, driving continuous improvement for digital products while strictly adhering to PHI guidelines.

Outcome: Strategic, data-informed decisions that help optimize digital product performance and calculate ROI



User Testing

Assessing real user interactions with your products

We conduct targeted user testing to gather direct feedback on the usability and effectiveness of your digital products. By observing real users as they navigate your platforms and complete tasks, we identify pain points, uncover unexpected behaviors, and validate design decisions. This qualitative data provides invaluable insights that inform iterative improvements that help your products meet the actual needs of your consumers.

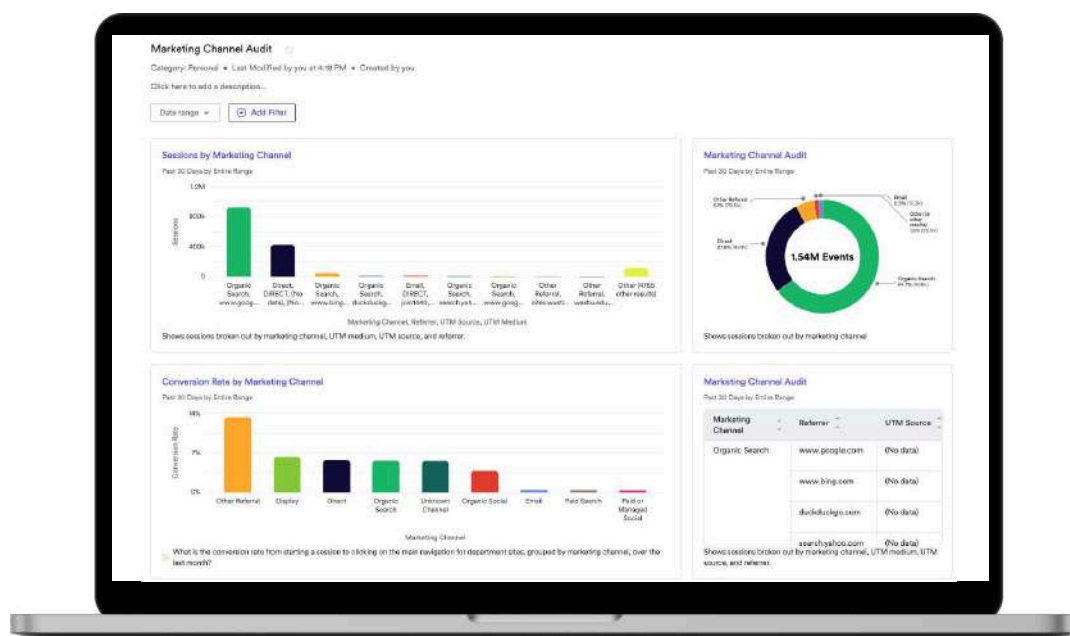
Outcome: Product roadmap prioritization informed by user needs

Marketing Attribution

Measuring the impact of specific marketing tactics and channels

We provide marketing attribution solutions that help you measure the effectiveness of your digital touchpoints. By analyzing these touchpoints across the patient or customer journey, we help you understand which strategies are most impactful in driving conversions. The insights we derive enable you to optimize your digital investments, refine your campaigns, and allocate resources more efficiently to achieve your goals.

Outcomes: Clearer understanding of ROI and touchpoint effectiveness

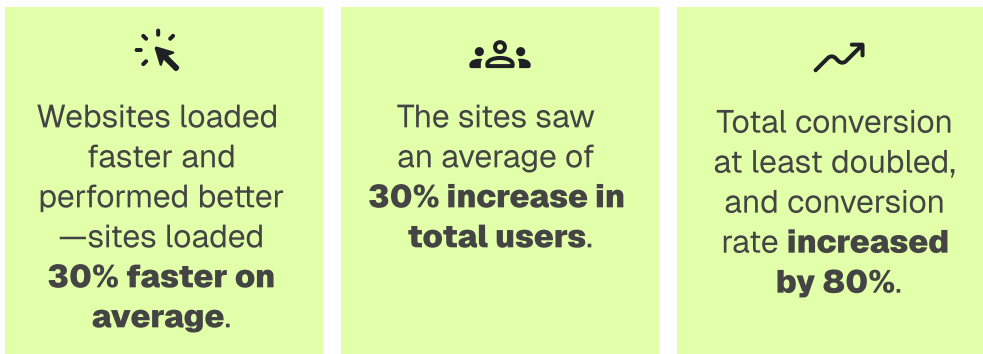


How Modea Looks at Return on Investment




To underscore the tangible benefits of digital transformation, Modea has analyzed performance over time across several of our platform development partnerships. The clear advantages of collaborating with Modea to develop custom digital solutions are evident in these results.

Websites

We reviewed three separate cases of multi-year partnerships with large hospital systems, launching and optimizing their web platforms.



Using CMS data as a benchmark, we estimate that Modea helped all three clients more than double their digital revenue during the multi-year partnership.

		Estimated Quarterly Revenue from Website	
Client		Before working with Modea	After working with Modea
	Small regional healthcare system	~3,900 clicks = \$158K	~9000 clicks = \$367K
	Mid-sized regional medical system	~4,100 clicks = \$168K	~69,000 clicks = \$673K
	Large academic medical system	~94,200 clicks = \$3.8M	~222,600 clicks = \$9M

We estimate that each outpatient procedure earns provides an average of \$271 (with wide variations). We conservatively estimate that ~15% of clicks to book or call result in a completed appointment.

Mobile Applications

Proprietary mobile applications can be an incredibly powerful brand-building and customer loyalty tool, helping users get continued value out of their relationship with the healthcare organization.



7/10 people would change doctors or providers for the sake of convenience.



75% of Americans find technology useful for managing their care and booking appointments.

9/10 times someone opens the app, they trigger at least one click event or view more than one screen.

Client A

A **regional healthcare** provider with a largely **rural** footprint.



Mobile application reached **10,000 users within three** months of launch, which has grown to **~17,000 active monthly users**.

\$21M

Using CMS as a benchmark, we estimate that this mobile app helps support an annual revenue of **\$21M**.

Client B

A **children's hospital** with a more **specialized patient** base.



Mobile application reached **2,000 active monthly users within the first 3 months** of the application launching, which has grown to more than **7,000 active monthly users**.

\$9M

Using CMS as a benchmark, we estimate that this mobile app helps support an annual revenue of **\$9M**.

Tools & Technology

Modea team members possess a wide array of technical expertise, covering the spectrum of leading industry platforms and tools. Here is a selection of our certifications, expertise, and partnerships:



Case Studies

Luminis Health

Boosting Online Scheduling:
Luminis Health's Unified Digital Platform

The Challenge

Formed by the merger of two regional health systems, Luminis Health aimed to consolidate its fragmented web presence into a single platform and significantly increase online scheduling. A core objective was to create a more accessible digital experience, reducing barriers to care and reflecting Luminis Health's new identity. This redesign and Epic integration provided an opportunity to create a seamless, patient-centered digital journey and streamline operations.

Solution

Luminis Health's redesigned, responsive website integrates directly with Epic MyChart to provide a tailored, secure experience. Patients can quickly search by condition and book appointments directly from the homepage. The new site is streamlined, user-friendly, and optimized across devices. Through close partnership, Modea and Luminis Health delivered a cohesive brand presence while simplifying patient workflows and improving operational coordination.

Results

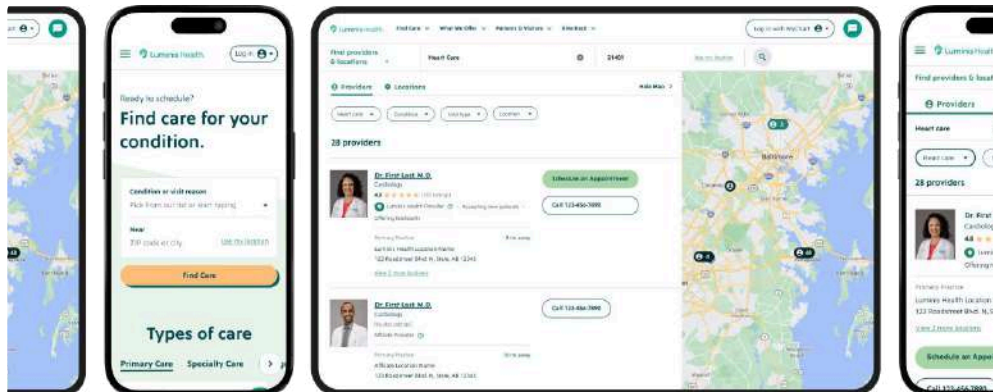
Digital self-scheduling **increased 75%**.

Click-to-call volume **decreased 90%**, reducing costs significantly.

The site now reaches over **250,000** users monthly, a **7.65%** increase in engagement.

Scheduling revenue **rose 57%**, with sustained digital growth.

Technologies Used



Rush

Click for Care: Transforming Patient Access at Rush University System for Health

The Challenge

Rush University System for Health aimed to transform patient access to care in a rapidly evolving digital landscape. Existing digital tools, particularly for appointment scheduling, lagged behind newer digital-first competitors. Rush sought to simplify booking, elevate the patient experience, and streamline operations by creating a seamless scheduling platform. To achieve this, Rush partnered with Modea to develop "Click for Care," a patient-focused scheduling experience.

Solution

Rush now offers patients a centralized, intuitive digital scheduling experience, providing a scalable foundation for future virtual care innovations and personalized service. Modea and Rush's implementation partnership, including the integration of Rush's updated visual brand guidelines, consolidated patient access points and increased self-service capabilities across the system.

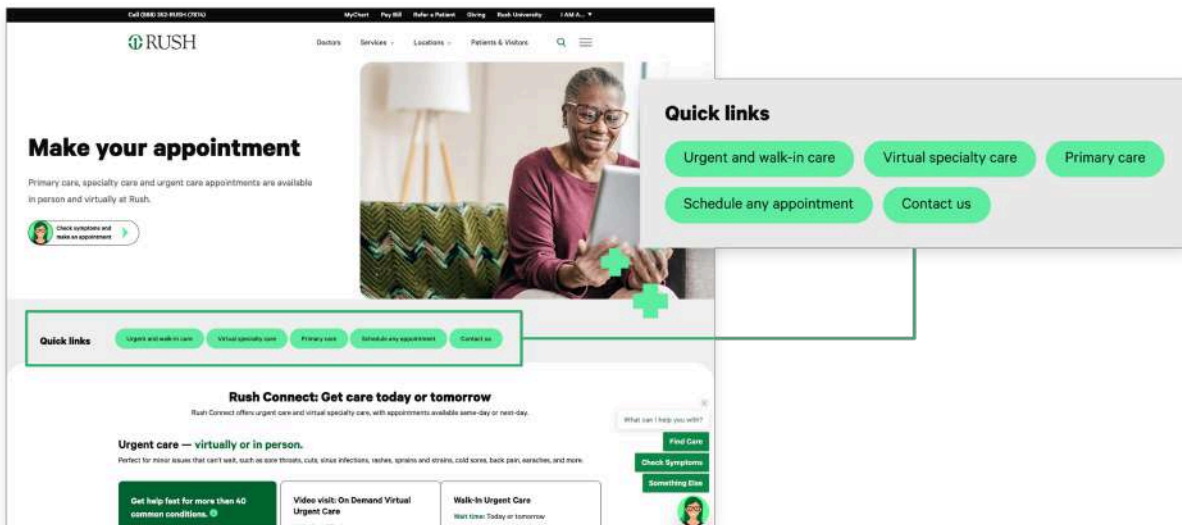
Results

Digital self-scheduling for virtual specialty care **increased 2.5x**.

Appointment page views **rose 86%**, and scheduling clickthroughs **increased 23%**.

The platform generated **46,000** sessions, including **5,700+** new users and **18,000+** care-related sessions.

Technologies Used



Carilion Clinic

Carilion Clinic: Driving Revenue and Engagement Through Digital Modernization

The Challenge

Carilion Clinic, an academic medical center serving nearly 1 million people, aimed to modernize its outdated digital experience to stay competitive with regional and national health systems. A key objective was to enable online appointment scheduling and improve the mobile web experience, where nearly 60% of mobile users previously encountered dead ends. This redesign created an opportunity to enhance patient convenience and improve digital engagement.

Results

Mobile engagement **increased** by **25%**.

Pages load **27% faster**.

Website user retention is up **35%**.

Improved interactions helped drive revenue and regain ground against competitors.



Solution

Carilion Clinic's modern, responsive website, built on Drupal, delivers a patient-first and mobile-friendly experience. Users can easily find a doctor, select a location, and pay bills, with personalized content streamlining mobile interactions. Modea and Carilion Clinic's full website redesign and build strengthened digital engagement and provided a smoother, more intuitive experience for patients.

Technologies Used



Vanderbilt University Medical Center

Unifying Digital Content: Vanderbilt's Headless CMS Solution

The Challenge

Vanderbilt University Medical Center (VUMC) faced challenges managing content across its website and other web properties.

Solution

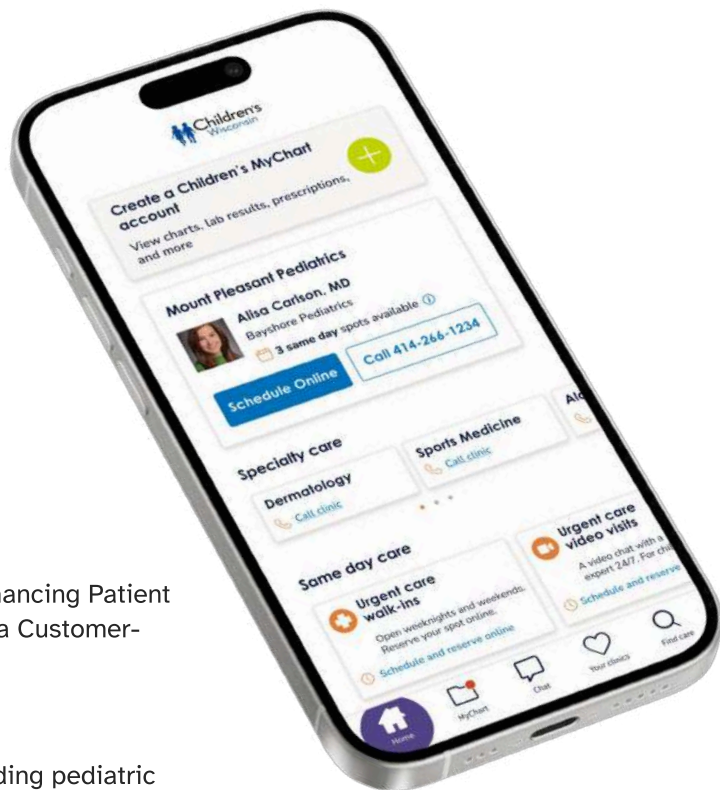
The VUMC marketing team partnered with Modea to redefine their web strategy and elevate their digital presence. Modea's collaborative roadmap focused on creating a unified content strategy, supported by a headless CMS platform. We designed a centralized back-end CMS, eliminating content silos and enabling seamless navigation across all VUMC platforms. This enhanced users' ability to book appointments, pay bills, and access information. Central to VUMC's new CMS platform strategy was a robust taxonomy system, which allowed VUMC to repurpose content across multiple platforms and tailor it to diverse consumer journeys. Content producers now efficiently distribute content by selecting specific properties. Modea continues to support Vanderbilt Health with a cross-functional web product development team. We refine their digital roadmap, leverage data analytics to enhance user experiences, and ensure their digital presence remains dynamic, user-centered, and primed for growth.

Results

Integrated over 1,700 physician profiles across three Vanderbilt sites with minimal content management.	The site offers an enhanced experience for users and is easier for the marketing team to manage.
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Technologies Used





Children's Wisconsin

Children's Wisconsin: Enhancing Patient Loyalty and Retention with a Customer-Centric Mobile App

The Challenge

Children's Wisconsin, a leading pediatric hospital system with high MyChart adoption, sought to increase mobile engagement by creating a proprietary mobile app. A core goal was to provide MyChart functionality while offering additional tools to encourage loyalty and long-term retention. This mobile initiative created an opportunity to make care management easier and more accessible for families.

Solution

Children's Wisconsin's mobile app integrates with Epic MyChart, giving families a seamless, secure way to manage care. The app offers convenient access to scheduling, virtual visits, symptom checking, and other MyChart features. Designed to be inclusive, intuitive, and optimized for mobile use, it strengthens the patient journey. By collaborating with Children's Wisconsin, Modea helped create a unified digital experience that supports both patient engagement and long-term growth.

Results

The percentage of visits scheduled through the mobile app **increased** from **14%** to **62.5%**.

Monthly active users have grown by **9%**, now averaging **8,077** each month.

Technologies Used



Lurie Children's

Analytics-Powered Redesign: Improving User Experience at Lurie Children's

The Challenge

Ann & Robert H. Lurie Children's Hospital of Chicago sought to optimize its redesigned flagship website, LurieChildrens.org, through advanced analytics. Core objectives were to define and track KPIs, monitor calls-to-action, and leverage data to guide future design improvements, connecting the dots for Lurie Children's digital and marketing stakeholders. This focus on measurement created an opportunity to refine the user experience and ensure the website meets patient-family needs.

Solution

Modea's collaborative work with Lurie Children's involved creating four Power BI dashboards with custom Google Analytics pipelines to monitor site behavior and identify areas for improvement. By integrating these insights into the design process, Lurie Children's can make data-driven decisions, creating a more intuitive and effective website experience.

Results

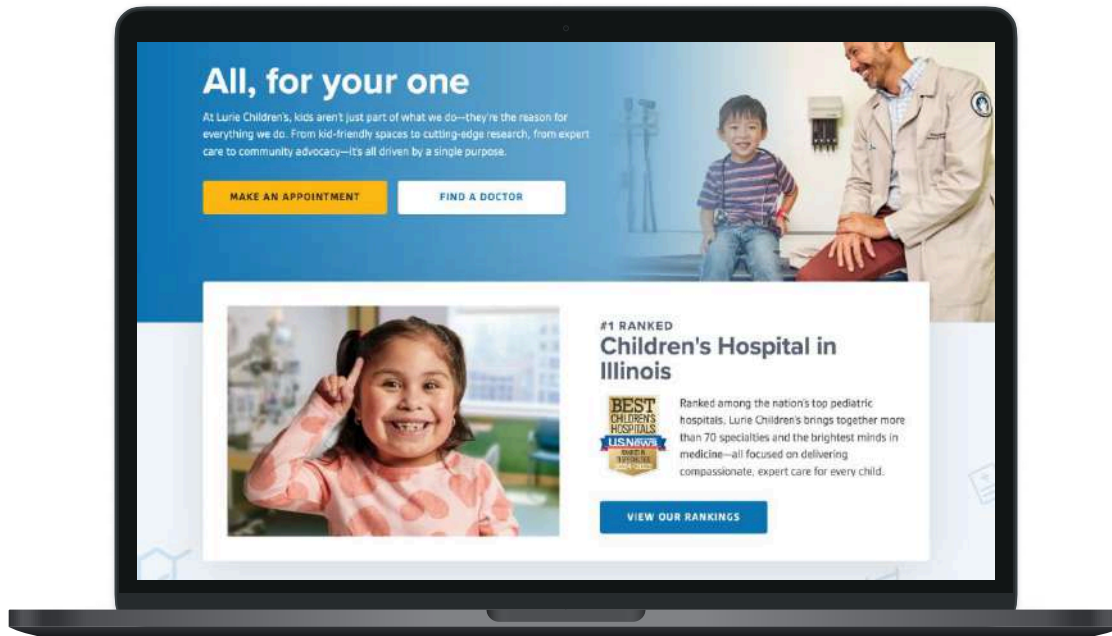
Improved conversion rate from **1.36%** to **4.43%**.

Boosted engagement rate from **67.2%** to **75.9%**.

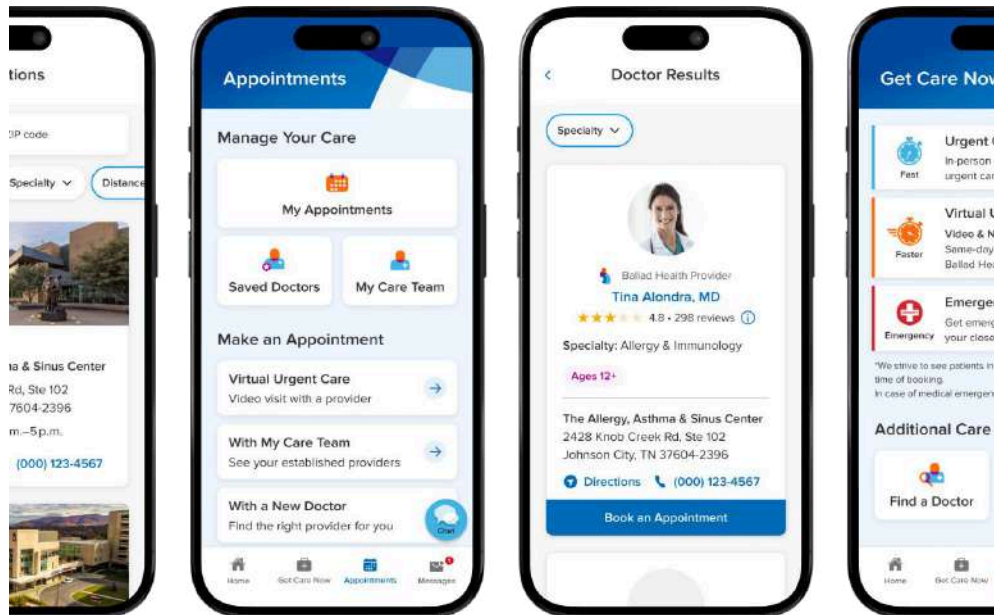
Increased online appointments from **3,105** to **6,683**.

Increased clicks to call for appointments by **205%**.

Technologies Used



Ballad Health Mobile App



Ballad Health: Streamlining Patient Experience with a Proprietary Mobile App

The Challenge

Ballad Health, formed by merging two regional systems, aimed to elevate its digital patient experience. A key goal was to develop a mobile app simplifying tasks like scheduling appointments and paying bills as a guest, addressing limitations of existing MyChart functionality. This project offered an opportunity to streamline patient workflows and improve accessibility.

Solution

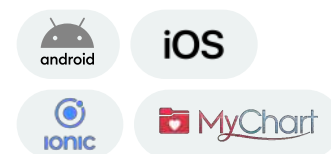
Ballad Health's mobile app, designed and built by Modea after extensive research, integrates with MyChart to provide a personalized, mobile-optimized experience. The app delivers essential digital tools, is accessible, inclusive, and fully owned by Ballad Health. Modea and Ballad Health's collaboration unified the patient journey and enhanced digital self-service capabilities.

Results

Key actions are now easier to access, leading to **32%** of users logging in **8+** times.

In the first year, over **8,000** new MyChart accounts were created, and bill pay adoption reached **41%**, driving measurable growth and sustained engagement.

Technologies Used



Sharp Health Plan Mobile App & Portal

Sharp Health Plan: Pioneering Digital Innovation for Comprehensive Member Care

The Challenge

Sharp Health Plan, a non-profit commercial health plan, aimed to improve member access to insurance information through a custom mobile app and portal. A key objective was to address gaps in existing Epic apps while creating a modern, inclusive digital experience. This development provided an opportunity to consolidate essential plan functions and simplify user interactions.

Solution

Sharp Health Plan's mobile app and portal seamlessly integrate with Epic MyChart as their foundation, delivering a personalized, authenticated experience. The app and portal enable users to easily track claims, search for providers, access digital ID cards, utilize wellness programs, and securely message. Serving as a gateway to essential plan functions, this pioneering collaboration with Epic improved member access and operational effectiveness.

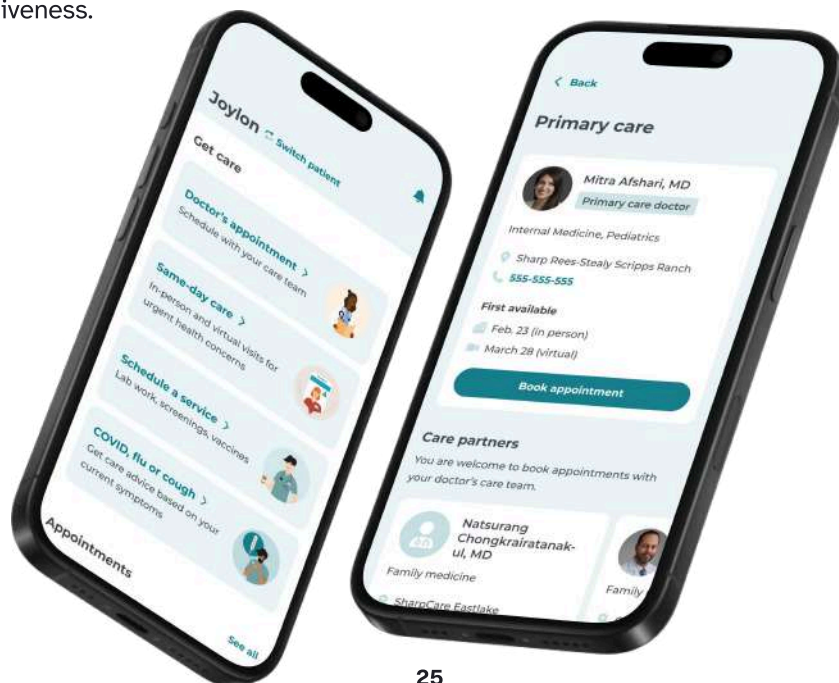
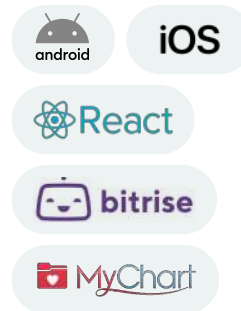
Results

Mobile app and portal deliver a modern, inclusive digital experience.

Seamless connection with Epic MyChart.

Members can track claims, search providers, access digital ID cards, and engage with wellness programs.

Technologies Used



Children's Hospital of Philadelphia

CHOP Foundation: Transforming Data into Donor Engagement

The Challenge

Children's Hospital of Philadelphia (CHOP) Foundation struggled to interpret marketing results, understand donors, and make data-driven decisions to improve ROI. Key challenges included optimizing dashboards, enhancing data accessibility, integrating donor scoring, and migrating dashboards from Qlik Sense to Tableau, which required a comprehensive review and update of their structure, queries, and data manipulation.

Solution

We addressed CHOP Foundation's data challenges by unifying disparate sources and linking web activity to CRM donor profiles for a single source of truth. We developed a custom R library for multi-touch attribution and predictive analytics, allowing CHOP to accurately credit revenue and optimize donor engagement. Simultaneously, we re-platformed their dashboards from Qlik Sense to Tableau, improving data visualization and accessibility, enabling faster, more confident, data-driven decisions.



Results

Tableau transition boosted internal engagement and streamlined reporting.

Segmented dashboards improved clarity, decreased load times, and enhanced insight accessibility.

Attribution modeling optimized budget allocation to effective channels.

Predictive analytics enabled timely, personalized outreach.

Unified data broke down team silos.

Automation reduced manual effort, freeing staff for strategy.

Reliable, data-driven insights increased confidence in budget and campaign planning.

Technologies Used



SQL Server

DonorForce

Classy



R

Google Big Query



Ready to discuss your digital strategy or product roadmap? Send us a message and let's start the conversation.

Let's start the conversation.

Modea.com

📞 (540) 552-3210

