



The result is a fresh, welcoming, easy to navigate website that serves my clients well, communicates HCP as a brand, and will grow with me for years.” Anne Marie Liebel, Ed.D.
Health Communication Partners



**HEALTH COMMUNICATION PARTNERS
WEBSITE CASE STUDY**

How Oak Creative helped a healthcare communication company update its website to scale with new and future growth.

Overview

Health Communication Partners (HCP) primarily focuses on improving healthcare provider-patient relationships and enhancing employee retention through culturally and linguistically appropriate methods. Their services include group and one-on-one consulting and training, online courses, podcasts, and more.

Approach

The discovery process focused on HCP's recent and anticipated growth in service offerings, expansion into new target markets and audiences, and how to align this growth with the current site content and requirements, including a content library, a podcast series, and a learning management system (LMS).

Recognizing the value of the founder and CEO's extensive experience and reputation as a leader in her field became a key component of our strategy.

Outcome

Following HCP's directive to maintain familiarity for existing clients, we implemented a design refresh that allows for brand expansion while still feeling familiar to current users.

Another significant addition was positioning the founder and CEO, Anne Marie Liebel, as the face and voice of HCP to help businesses and healthcare leaders better understand the tremendous value she brings.

Deliverables

- Visual refresh of the website
- Creation of new service pages
- Website content updates
- Collaboration with developers
- Templates for course library
- Stock photo library selection