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One Voice Across All Media. Concentrated Communication.

case study

## ONLINE APPLICATIONS

**Company:**  
KidsMedPacks.com

**Industry:**  
Medical Service

### Challenges:

- develop a new brand
- apply the brand to an e-commerce web site
- create a flexible web site that could be internally maintained



### Solution:

Launched in 2007, KidsMedPacks is an innovative service that provides personalized, secure medication packets for campers. Using these pre-packaged packets, camp health staff can now dispense camper medications more accurately, safely, and effectively.

In Phase One, a brand identity was created that was appealing to the customer and reflective of the KidsMedPacks brand personality. Then, an e-commerce site using this new brand identity was developed that provided parents with a secure method of registering their children. We also developed an administrative tool that allowed KidsMedPacks to run an organized and efficient service for their customers.

In Phase Two, we added more functionality to the website through a mass email tool, implemented a module that accommodated late registration fees and added additional reporting tools.

The KidsMedPacks brand now connects with customers, reassuring parents their child will receive the correct medication and dosage at the correct time of day. KidsMedPacks.com successfully integrates with the pharmacy's order processing application to seamlessly provide a streamlined and efficient system, and has the ability to be maintained using internal resources.