

*Design
Trends For
Medical
Practices*



1. Personalized Content

Personalizing your website, social and overall web presence is key to winning patients over.

Custom media and content not only establishes trust and credibility, but also makes every interaction with a patient feel personal.

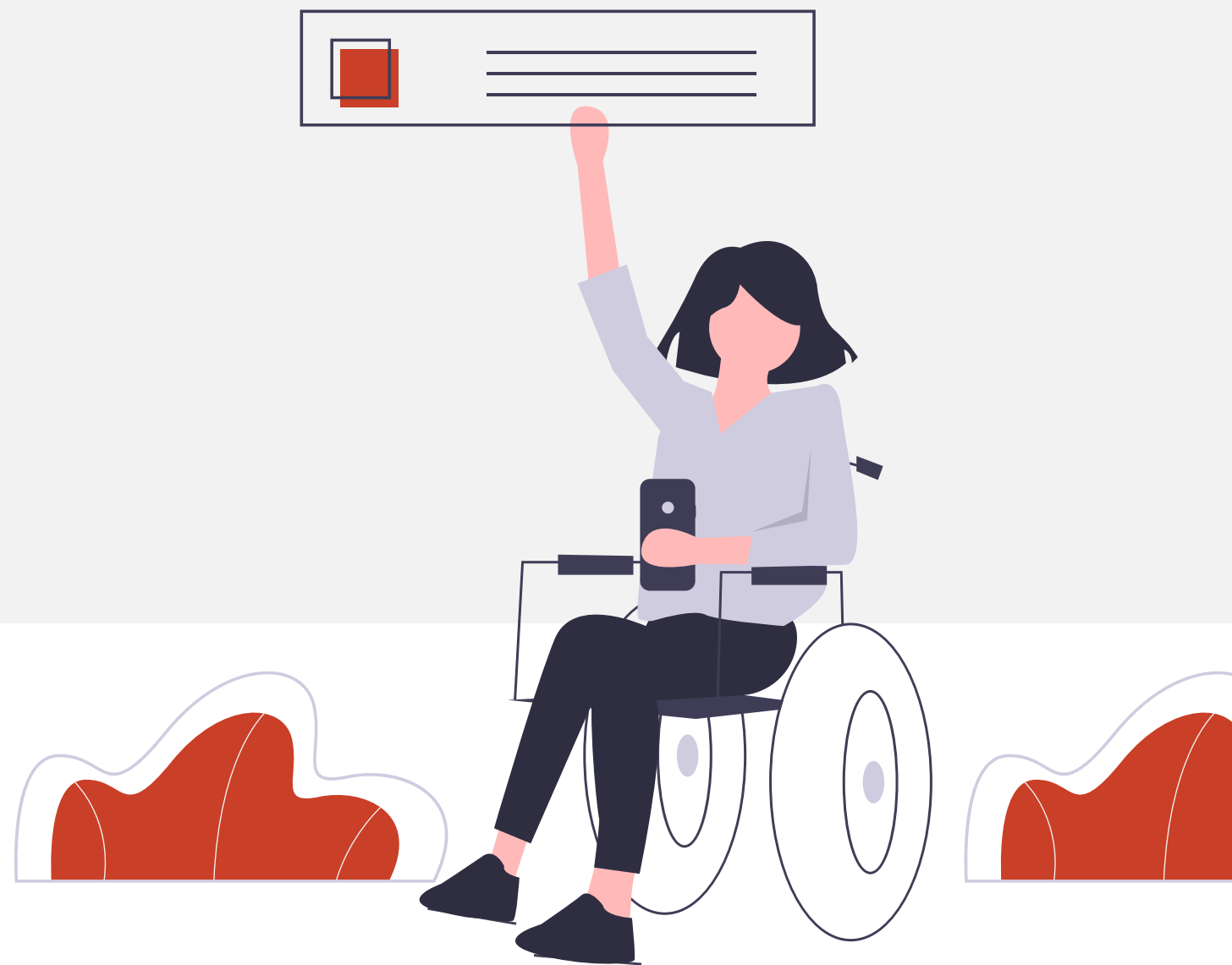
Ways to personalize your digital presence:

- Video
- Photography
- Tailored Content



26%

of adults in the U.S.
have some type of
disability



2. *Accessibility*

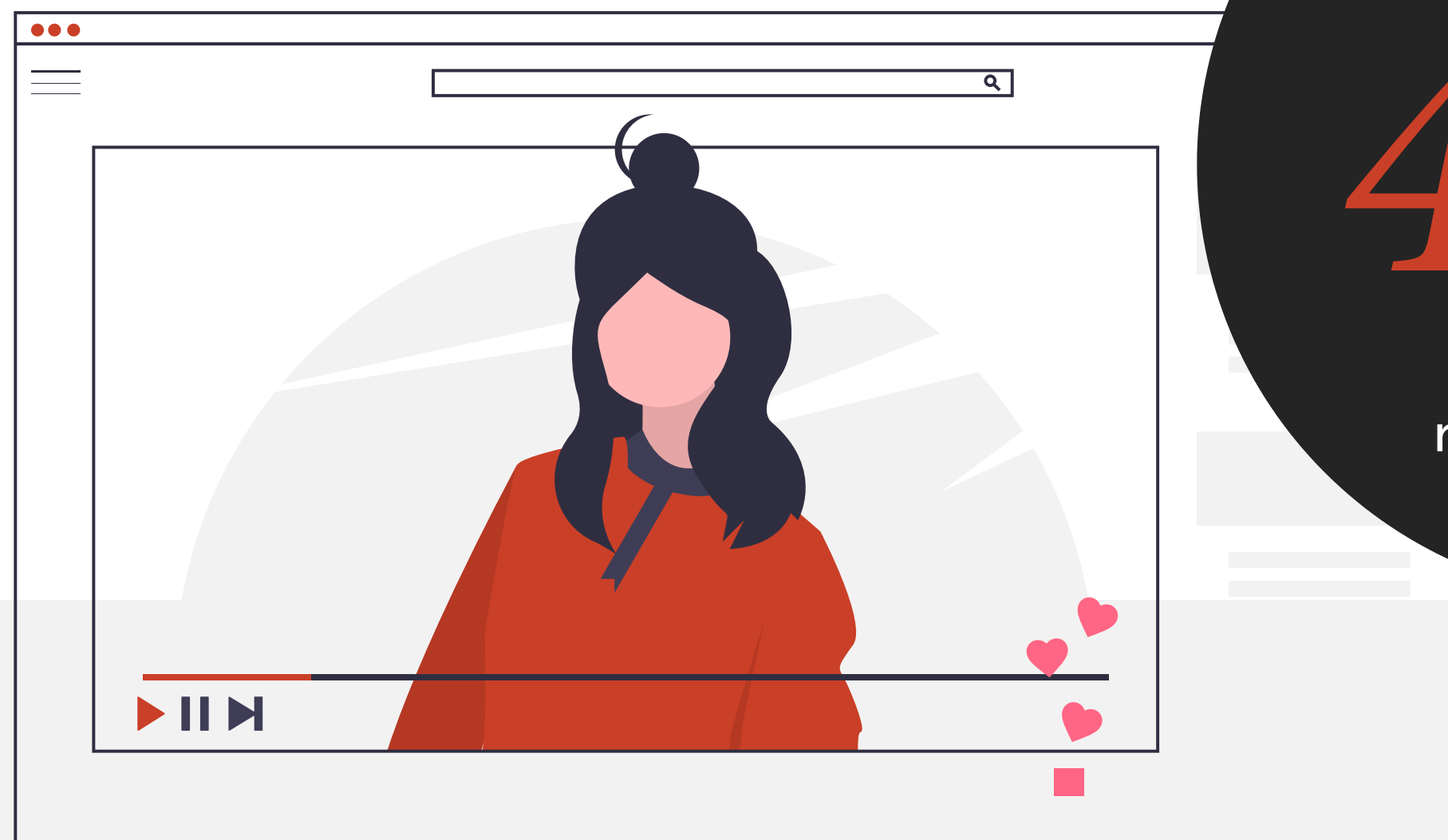
Having an accessible, user-friendly, and easy-to-navigate website is not necessarily a trend but an essential need.

Accessibility not only creates a great user experience but also provides SEO benefits, leading to increases in conversions.

3. *Video/Interactivity*

Patients want to engage with you. Creating videos or interactive elements will help patients understand your brand better.

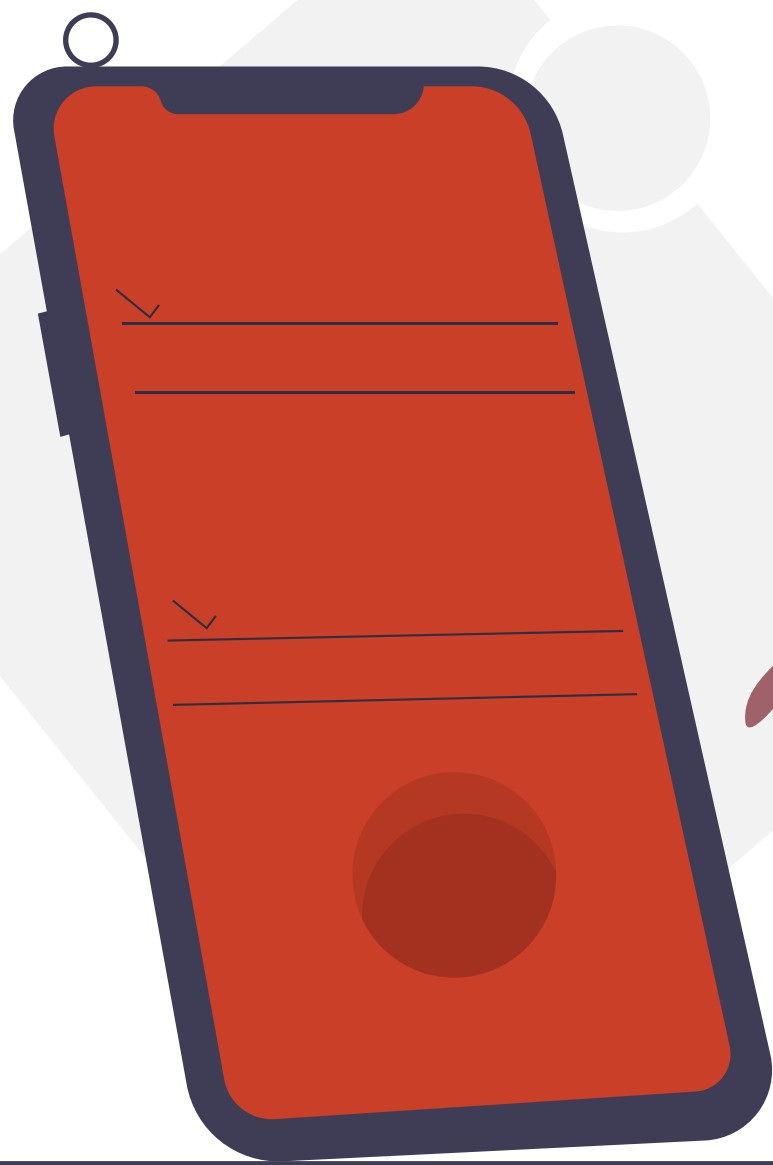
Videos have higher conversion rates than any other form of digital marketing



Marketers who use video grow revenue

49%

Faster than non-video users



4. Mobile is King!

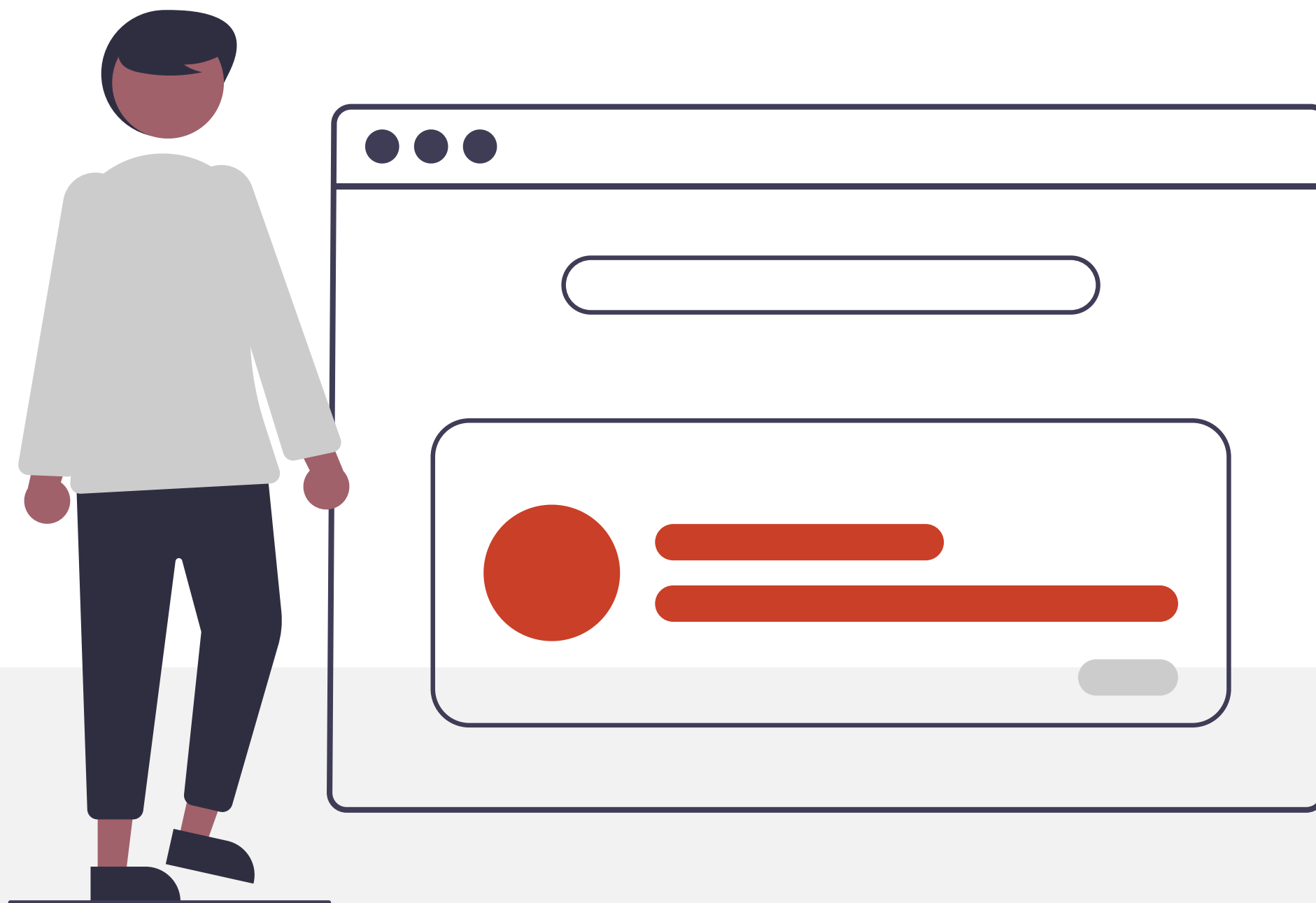
Use of mobile devices has been a growing trend for the last decade and will continue to grow through 2021.

Having a mobile responsive website is not only expected, but also essential to current and prospective patients.

5. *Pop-Up Windows*

This year we saw a rise in pop-ups and hellobar designs due to the urgency of the COVID-19 pandemic.

Websites need a direct way to get important information to patients quickly and easily.





**See how we can help your practice's
digital presence for 2021!**

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