VANGUARD TECHNOLOGY

AACOM Appeals to Members and Residents by Focusing on Education and Evangelizing Osteopathic Practice.

Client Profile

The American Association of Colleges of Osteopathic Medicine (AACOM) was founded in 1898 to lend support and assistance to the nation's osteopathic medical schools, and to serve as a unifying voice for osteopathic medical education.

Key Message

AACOM is the go-to source for accurate and timely information in the field of osteopathic medical education

Unique Challenge

To drive interest in pursuing a career as a doctor of osteopathic medicine and to improve member participation within the organization to help advance educational quality and the health of the American public.

Goals

- Drive increased traffic to improve awareness of osteopathic medicine.

- Deliver useful tools and professional resources for member college administrators, faculty, and advisors.

- Deliver a solid brand experience while improving the user experience.

- Increase engagement and participation in the online community.

Solution

- Conducted a thorough discovery to understand the value and priority of future site content.

- Highlighted the primary user paths on the home page and simplified navigation.

- Integrated third-party systems to ensure a seamless login experience.

- Created area of the home page for community and social outlets.

Results

- A site with visual appeal and usability that offers relevant content in a user-friendly fashion.

- Various navigation opportunities for users to find content, including a persistent audience-based navigation area on the home page.

- Pathways for users to choose based on their needs as users. Not all content based on topics, but also on actions a user may want to take.

- Improved availability and access to the community and social areas of the site.

The team we worked with at Vanguard were all incredibly helpful, responsive, and knowledgeable. We were extremely pleased with the depth of their knowledge of all things web, from strategy and development to usability, best practices and trends, and how to best leverage the latest technologies. They gracefully guided us through the invariable speed bumps that happen with every site redesign and kept us on schedule and within budget.

Lisa Etienne
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VANGUARD TECHNOLOGY

*Web Smarts.
Association Savvy.*

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