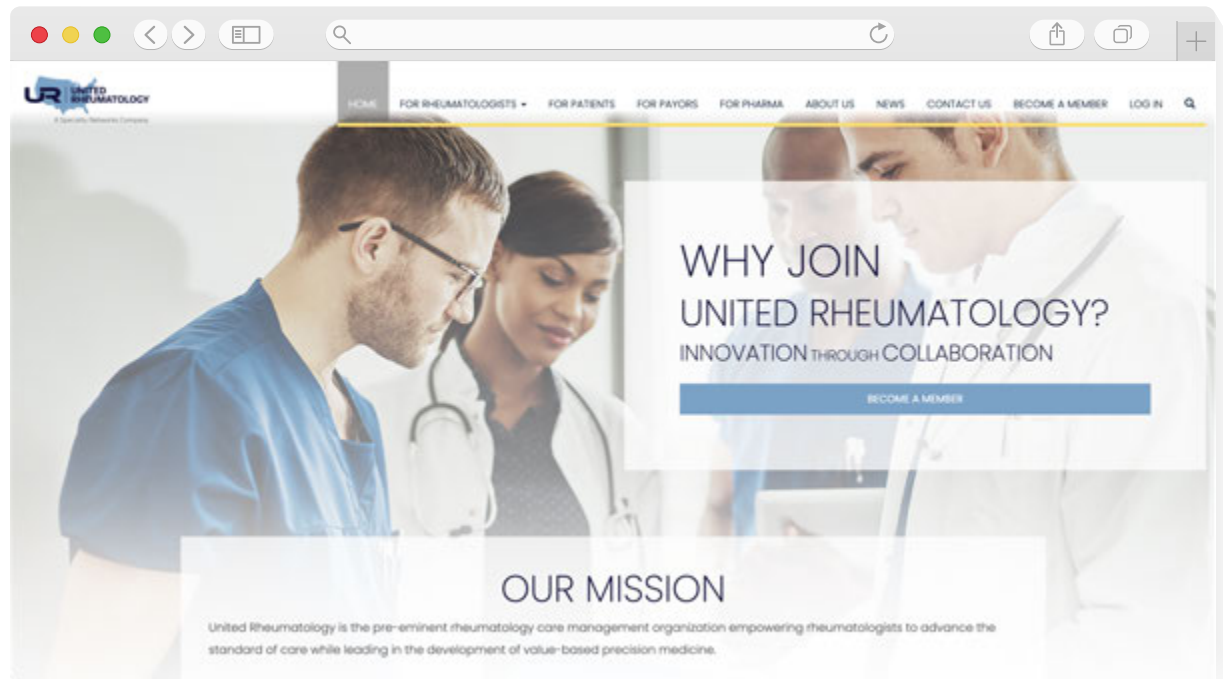


United Rheumatology



OVERVIEW

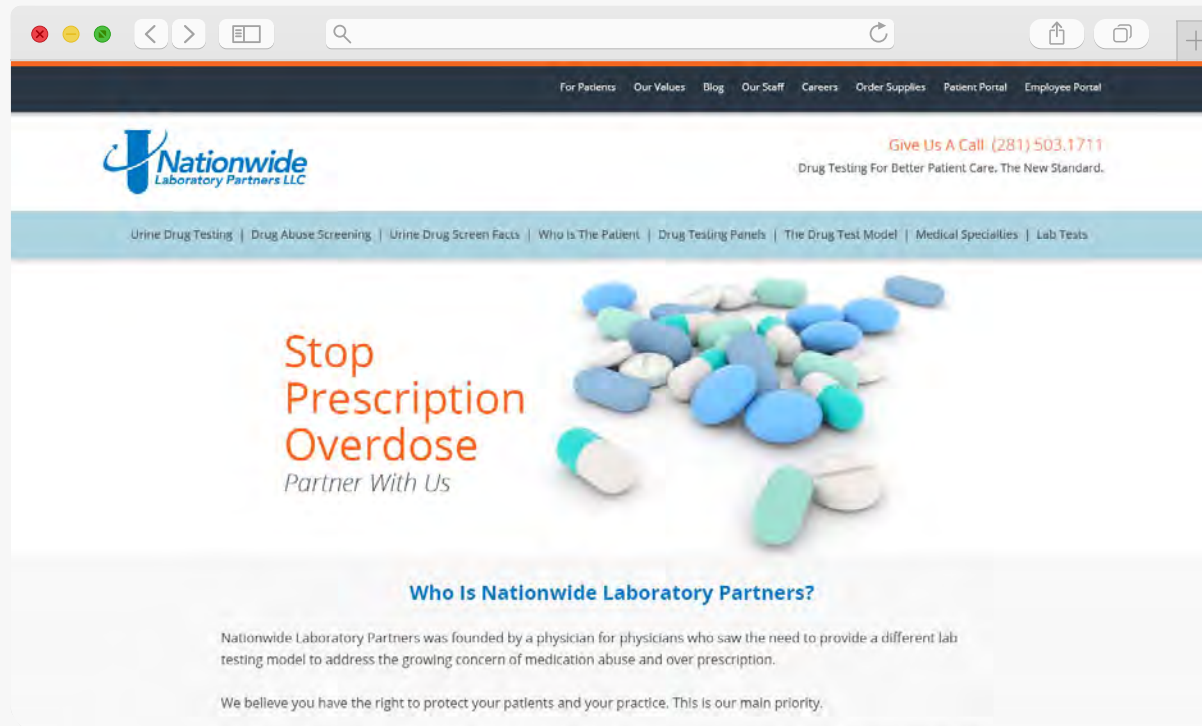
United Rheumatology is a national association that was in need of a website update. We created a modern look while integrating their existing brand. They wanted to keep the focus on the doctor with the goal of gaining new members in a younger demographic.

PROJECTS

Website Design + Programming

<https://unitedrheumatology.com>

Nationwide Laboratory Partners

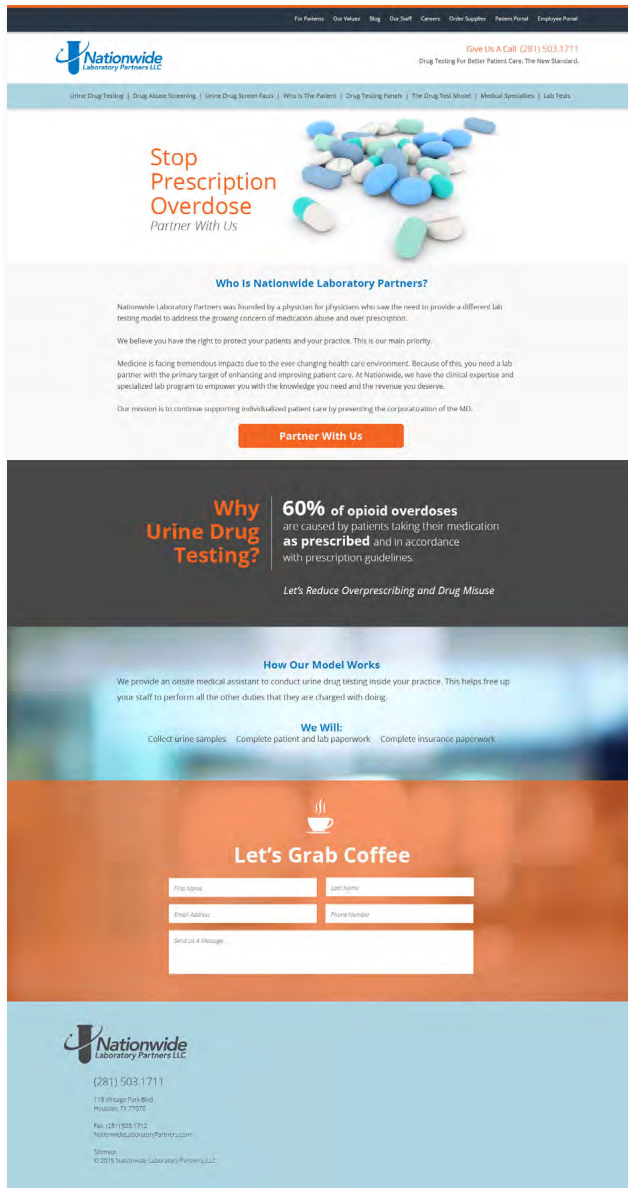


OVERVIEW

Nationwide Laboratory Partners came to market with a new model to make laboratory services more accessible for doctors with an emphasis on prescription drug abuses. Stovall was tasked with development of branding and website reflecting their goals and unique market positioning.

PROJECTS

Branding
Website
Stationery
Folder & Layered Inserts
Brochure



BRANDING

Existing Branding –

Logo icon without text
Color: Blue

New Branding –

Integration of business name with icon
Color: Light blue, dark blue, orange, grey

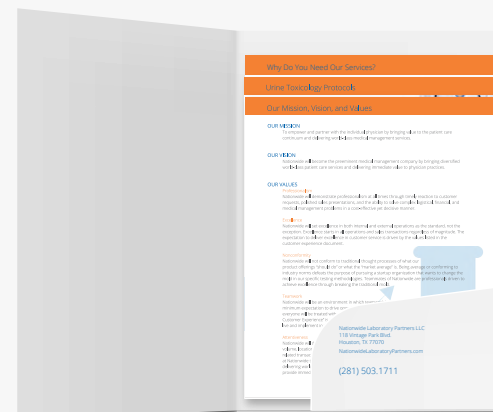
WEBSITE

Nationwide wanted their Mission, Vision and Values reflected across all pages of their website. They requested approachable messaging where doctors, patients and families did not feel intimidated by the website.

Visually, the client wanted a website that was clean and modern, reflecting a laboratory type of environment.

ADDITIONAL HERO SLIDES BELOW



[illegible][illegible]

URINE COLLECTION

- Clean catch
- Catheterization (if necessary)
 - Catheterize with sterile technique
 - Disinfect catheter with 70% alcohol
 - Connect to sterile container
 - Collect specimen
 - Disconnect and discard catheter
- Suprapubic aspiration (if necessary)

URINE SAMPLE COLLECTION PROCEDURE

1. Wash hands
2. Clean genital area with disinfectant
3. Collect specimen
4. Disinfect container
5. Label container
6. Store specimen
7. Transport specimen
8. Deliver specimen
9. Discard container
10. Wash hands

CONSIDERATION METHODS

1. Urine dipstick
2. Urine microscopy
3. Urine culture
4. Urine sedimentation rate
5. Urine protein
6. Urine glucose
7. Urine ketones
8. Urine bilirubin
9. Urine urobilinogen
10. Urine creatinine
11. Urine electrolytes
12. Urine pH
13. Urine specific gravity
14. Urine osmolality
15. Urine viscosity
16. Urine color
17. Urine odor
18. Urine taste
19. Urine texture
20. Urine appearance

COLLECTION METHODS

1. Clean catch
2. Catheterization
3. Suprapubic aspiration
4. Urine bag
5. Urine cup
6. Urine syringe
7. Urine tube
8. Urine container
9. Urine specimen
10. Urine sample
11. Urine collection
12. Urine gathering
13. Urine obtaining
14. Urine securing
15. Urine acquiring
16. Urine procuring
17. Urine sourcing
18. Urine getting
19. Urine receiving
20. Urine taking



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[illegible]

- OUR PURPOSE
 - To empower and partner with technology providers to bring the most patient-centric solutions to market
 - To create a new standard for patient engagement
- OUR VALUES
 - Integrity – increase the patient medical experience company by being straightforward and honest
 - Transparency – we are open and honest about our business and financial performance
- OUR QUALITIES
 - Resilience – overcome the challenges of a global pandemic through the patient-centric approach
 - Adaptability – embrace change and innovation, actively seek out new ideas and insights
 - Resilience – overcome the challenges of a global pandemic through the patient-centric approach
 - Adaptability – embrace change and innovation, actively seek out new ideas and insights

[illegible]



Tips For Prescription Safety

- Do not take medications that aren't prescribed for you by your health provider.
- Consult your physician before combining sedatives or anti-anxiety drugs with pain medications.
- Do not use opioid (narcotic) medications as sleeping pills.
- Do not take pain medication with alcohol.
- Never give your pain medications to someone else for any reason.
- Do not suddenly stop taking a medicine.
- Make a list of all your medication and bring it to each medical appointment.
- Lock up painkillers to keep them out of other people's hands.

Please call the patient billing department with any questions
(855) 359.8629

Nationwide Laboratory Partners LLC
118 Vintage Park Blvd.
Houston, TX 77070
NationwideLaboratoryPartners.com

Nationwide
Laboratory Partners LLC

Nationwide Laboratory Partners:
Urine Drug Test Offerings

- Alcohol
- Amphetamines
- Antidepressants
- Barbiturates
- Benzodiazepines
- Illicit Drugs
- Nicotine
- Opiates
- Opioids
- Sedatives/Hypnotics
- SSRIs/SNRIs
- Stimulants

How Prescription Drug Testing Helps You



Nationwide
Laboratory Partners LLC

Medication Compliance Partners
For Better Patient Care
The New Standard

BROCHURE

We kept the brochure design consistent with the rest of their collateral - crisp white with bright blocks of color.

SUCCESS + ACQUISITION

Ultimately, the Nationwide brand and model quickly gained popularity and was recently acquired by Diax Labs.



**Prescription Drug Testing:
What It Means To You**

What is prescription drug testing?
Prescription drug testing is a process that measures the presence and amounts of medications and other substances in your body that could interfere with your medications. These tests allow your treatment team to properly prescribe medications as part of your treatment plan.

Why do we perform prescription drug testing?
Prescription medications are a common form of treatment; however, each person reacts differently to them. Prescription drug testing provides your treatment team with information essential for the safe and effective prescribing of your medications.

What is the prescription drug testing process?
You will be asked to provide a sample of urine in the cup given to you by your treatment office using the bathroom facilities on site. Please do not alter the cup in any way. Your treatment staff will send the sample to a lab for interpretation.

What happens once my sample is sent to the lab?
The lab will run a series of tests to confirm the levels of both prescribed and non-prescribed drugs in your system. Our office uses Nationwide Laboratory Partners because of its high quality and accurate testing capability. When your treatment office receives the results, they are carefully reviewed. Your treatment may be adjusted at this point.

Are my results confidential?
Yes. All results are confidential and remain protected as part of your patient record.

How often will I be tested?
Your physician will determine when you will be tested based on your medical needs.

Do I pay for this test?
The laboratory will bill your insurer directly for their services. Following their billing, your insurer will send you an Explanation of Benefits (EOB). The EOB is not a bill; it is simply a statement that shows how your insurer processed the claim for the test. Depending on your insurance carrier, you may receive a statement for a co-payment, co-insurance, or a deductible.

How Does Prescription Drug Testing (PDT) Help You?

As your treating physician:

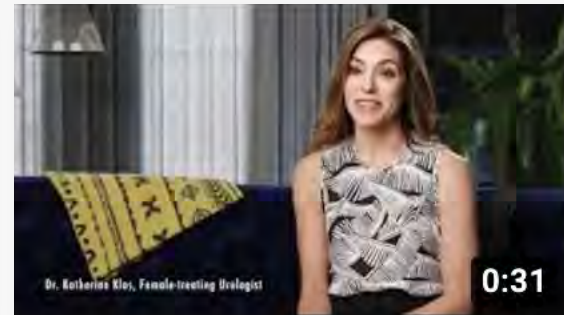
Prescription drug testing helps your physician decide on the treatment that is best for you.

Prescription drug testing provides information to help your physician better understand how you are tolerating the medications, which can help reduce medication side effects.

The use of some drugs in combination can be harmful. Prescription drug testing helps keep you safe.



Renovia



OVERVIEW

Renovia came to us to produce patient and doctor videos for the national rollout of their new pelvic floor therapy device, Leva®.

PROJECTS

Video Production - National Campaigns

<https://www.youtube.com/c/Renovialnc/videos>

Arrowhead Dental Laboratory

Discover the Fast Track to the Future of Treating Sleep Apnea in Your Practice.
Learn how to make sleep dentistry a profitable part of your practice.

1 in 15 Americans have undiagnosed Sleep Apnea.

TO REGISTER CALL 800.800.7200
Limited Seating Available

Sleep Dentistry: A Comprehensive Integration Course

JAN 24-26 2013

The Dr. Dick Barnes Group
Proudly Introduces
Dr. Samuel E. Cress

Location: Salt Lake City, Utah
CE Credits: 21
Tuition: \$2,495

Upon completion of this three day course, you will walk away with the skills and knowledge so that Monday morning you will be able to:

- Screen patients suffering with Obstructive Sleep Apnea (OSA)
- Collaborate with MD's to plan and develop treatment options for your patients
- Integrate different advanced therapies for OSA treatment
- Non-surgically enhance your patient's airway using the DNA™ Appliance System
- Market Sleep Dentistry and Sleep Apnea Solutions for your practice
- Increase profitability and practice production

This Course is for Dentists:

- Seeking a comprehensive dental sleep dentistry course
- Interested in immediate integration of OSA treatment for their practice
- Looking for the most advanced and effective treatments for OSA
- Desiring to become a certified DNA™ Appliance provider

You Will Also Learn:

- Diagnosis and treatment using DNA™ Appliance system
- Application and use of Home Sleep Tests
- Titration techniques for successful appliance therapy
- Hands-on DNA™ Appliance adjustments and applications
- Successful strategies for dealing with medical and dental insurance
- Referral building strategies for OSA treatment

1.800.800.7200 • drdickbarnesgroup.com

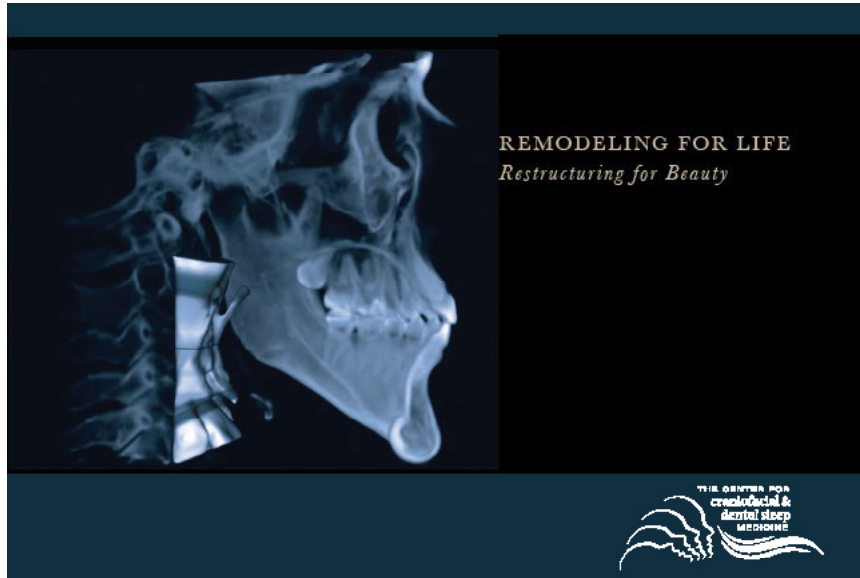
The Dick Barnes Group Sponsored By: **ARROWHEAD DENTAL LABORATORY**

OVERVIEW

Arrowhead Dental Laboratory was promoting a paid training course presenting their new sleep apnea device for dentists. The project was to create a full spread ad featuring industry leader, Samuel Cress, D.D.S., in a national journal.

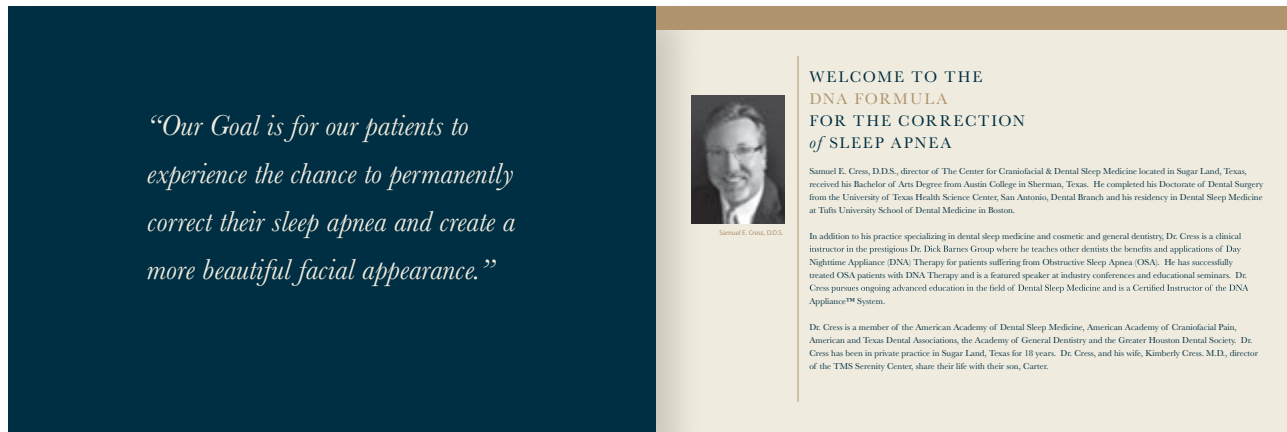
PROJECTS

Magazine Spread
Sales Booklet



Sales Booklet

Dr. Cress wanted a high-end book designed to showcase the benefits of his new sleep apnea device benefits and treatment.



Optimum ER



PROJECTS

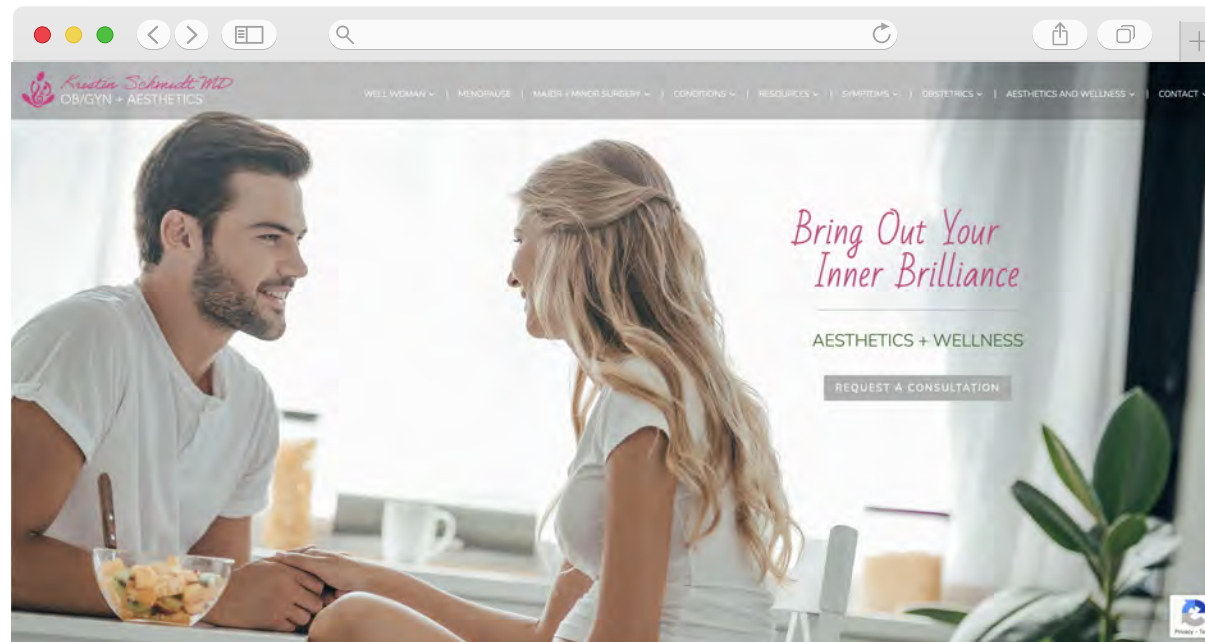
Branding
Website
Post Card
Brochure

OVERVIEW

A group of doctors came together to open a free-standing ER in their community. They were in need of branding, a website and all collateral.

They wanted to keep the community first and foremost in their branding. The use of red being relatable to an urgent medical need, we used red throughout their branding.

Kristin Schmidt, M.D. | OBGYN + Aesthetics



OVERVIEW

Dr. Kristin Schmidt, OBGYN, was integrating aesthetics into her practice and needed a website to reflect her new services. Her existing branding was PINK. We needed to expand her color palette and visually communicate both sides of her practice.

PROJECTS

Website
Content Writing
SEO

<https://kschmidtobgyn.com/>

Christi Pramudji, M.D. | ChristiMD Medical Group

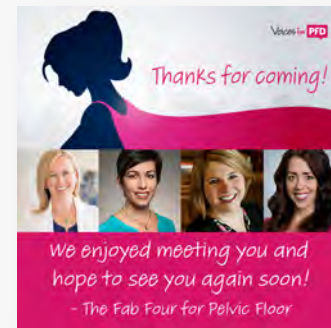


PROJECTS

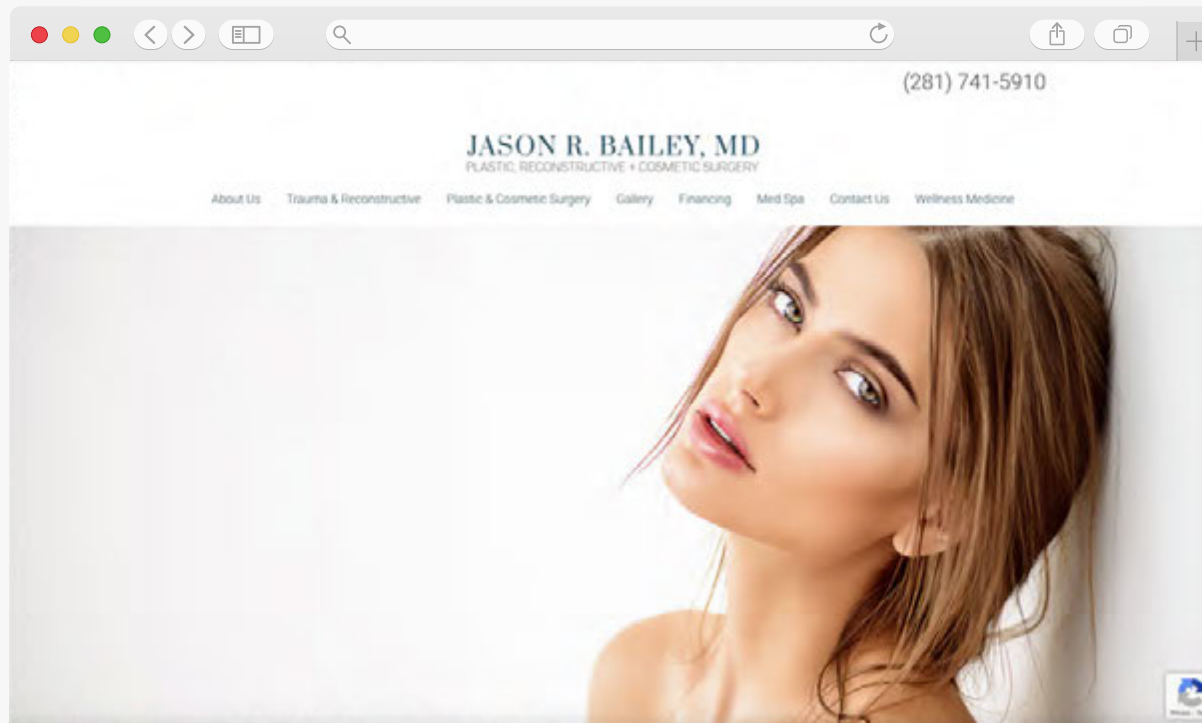
Post Card
Email Marketing
Social Media Posts

OVERVIEW

Dr. Christi organized and hosted an educational event bringing awareness to pelvic floor disorders. We created a concept showcasing strong women taking charge of their bodies.



Jason Bailey, M.D.



OVERVIEW

Dr. Jason Bailey, a plastic surgeon, requested a website facelift to the original design we created for him several years ago. He asked for a minimal, clean and fresh new look.

PROJECTS

Website

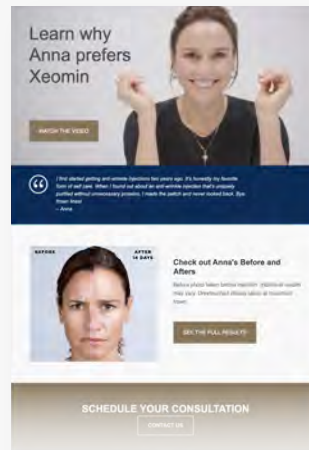
<https://jasonbaileymd.com/>

ChristiMD Medical Group

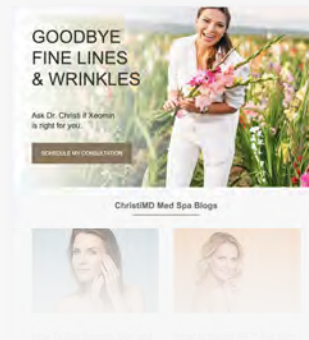
EMAIL 1



EMAIL 2



EMAIL 3



PROJECTS

Marketing Automation Emails

Grow Email Base Via PPC, Media Exposure, Organic Traffic Webinars, Social Media and Events

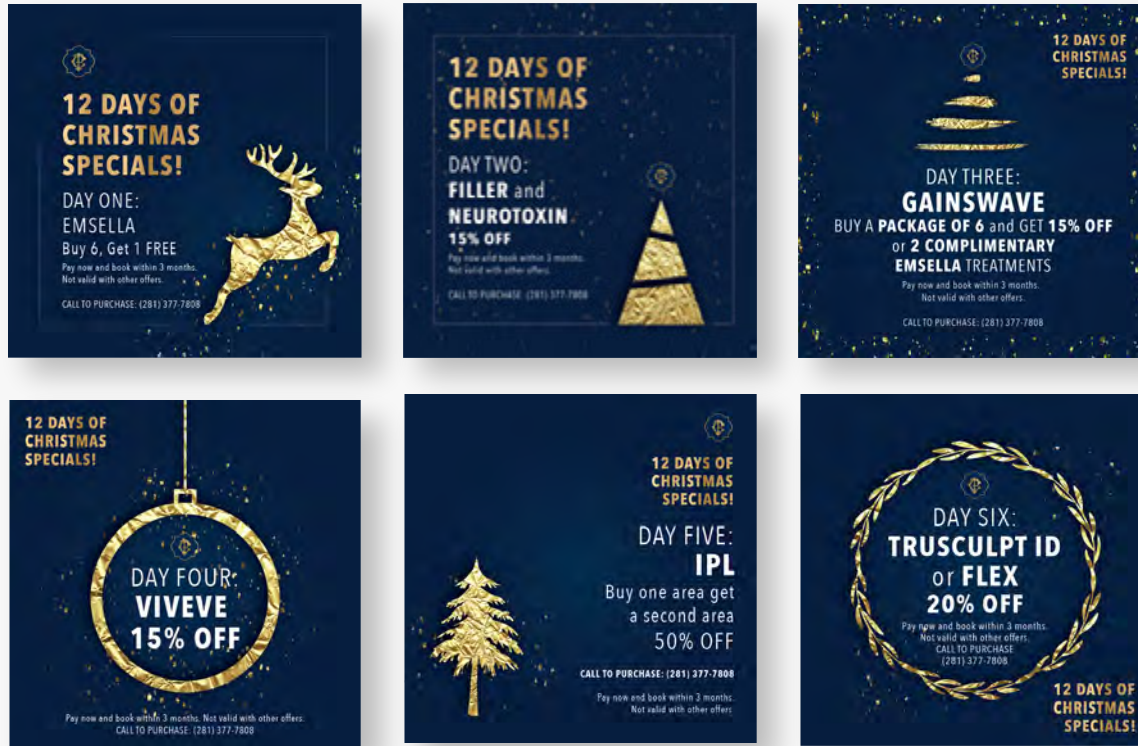
OVERVIEW

Dr. Christi utilized marketing automation to reach potential new patients. We segmented the email list, set triggers on web pages, and targeted potential new patients based on their specific interests.

The client's goals were not only to nurture leads from their existing email base, but also to increase leads from website traffic, webinars and paid ads, etc.

After a new lead acquisition, they will receive a series of emails to nurture them into taking action and scheduling an appointment.

ChristiMD Medical Group



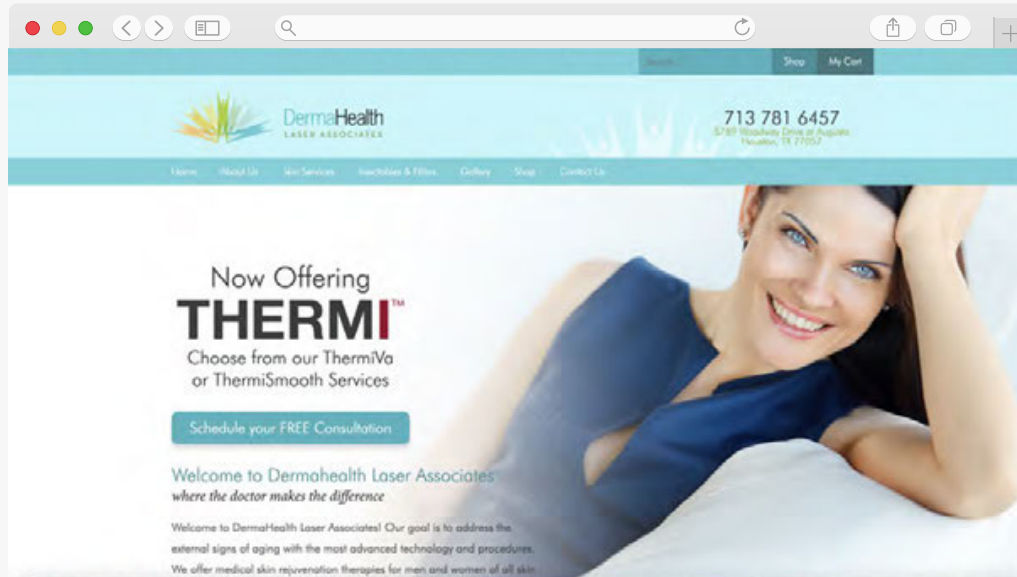
OVERVIEW

In addition to regular posting, we can create campaigns such as we did for Dr. Christi. She wanted to promote a different service for the 12 Days of Christmas. These were released on social media and via email marketing.

PROJECTS

Social Media Posts - 12 Days of Christmas

DermaHealth Laser Associates



OVERVIEW

Dr. Post was in need of a new website to reflect her new logo and brand. She also wanted to build an ecommerce section to sell products online to her existing customers.

PROJECTS

Website Update
Ecommerce

<https://dermahealth.com/>

DermaHealth Laser Associates

EMAIL



PROJECTS

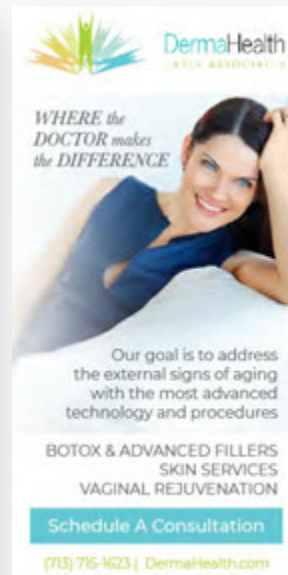
Email Marketing
Geofencing

OVERVIEW

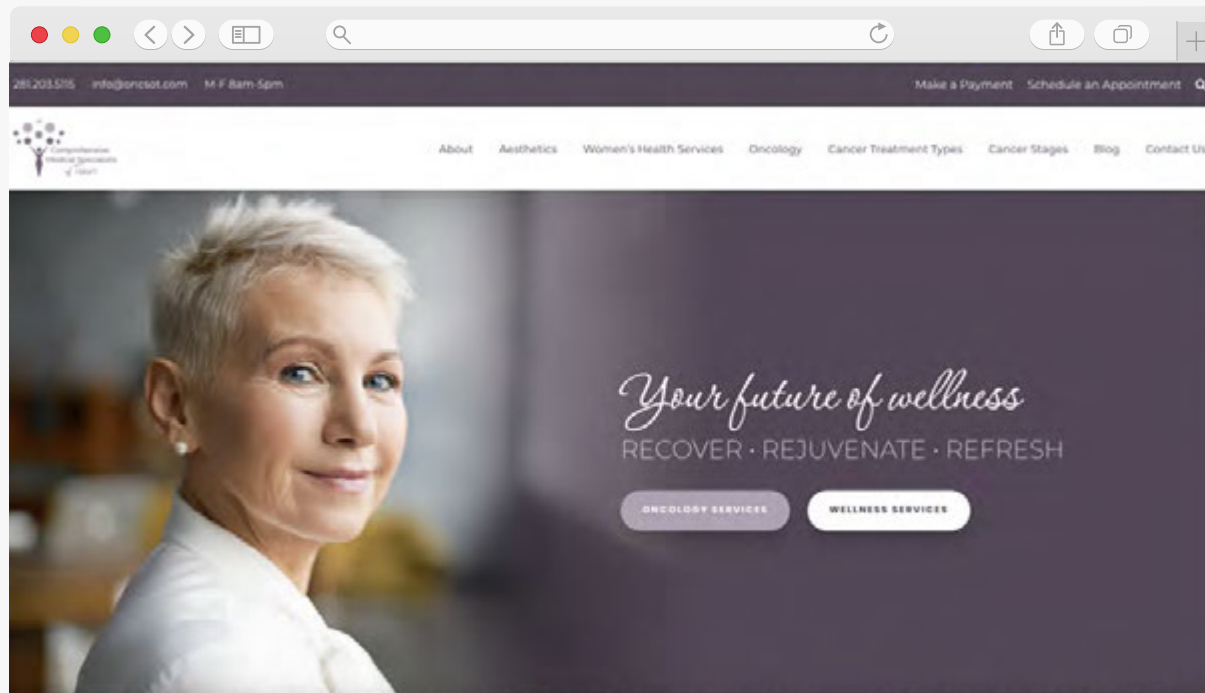
In addition to her website, Dr. Post sends regular monthly emails and text messages to remarket to her existing patient database. New emails are added to her list regularly.

Geofencing was recently added to reach new potential clients in her immediate area.

GEOFENCING



Comprehensive Medical Specialists of Texas



OVERVIEW

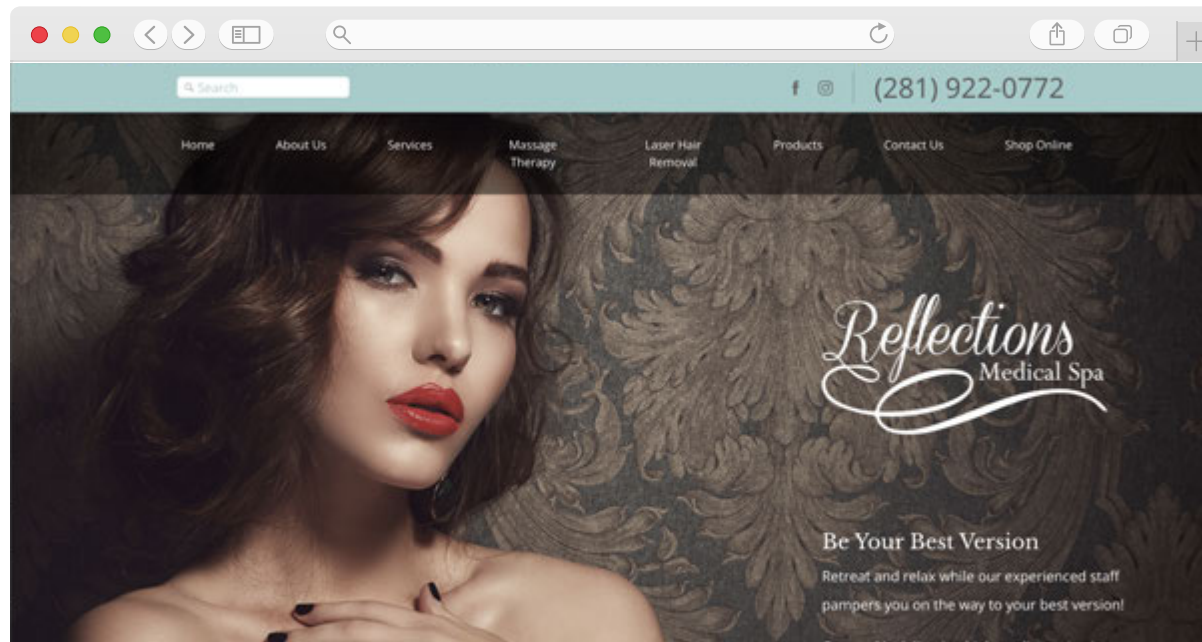
Dr. Nataile Drake, a Gynecologist, and Dr. Richard Drake, a Gynecologic Oncologist, combined their respective practices and were in need of a new logo, branding and website to reflect this merger.

PROJECTS

Logo
Website
Content Writing
SEO
Blog
Email Marketing
Collateral

<https://medicalspecialiststexas.com/>

Reflections Med Spa



OVERVIEW

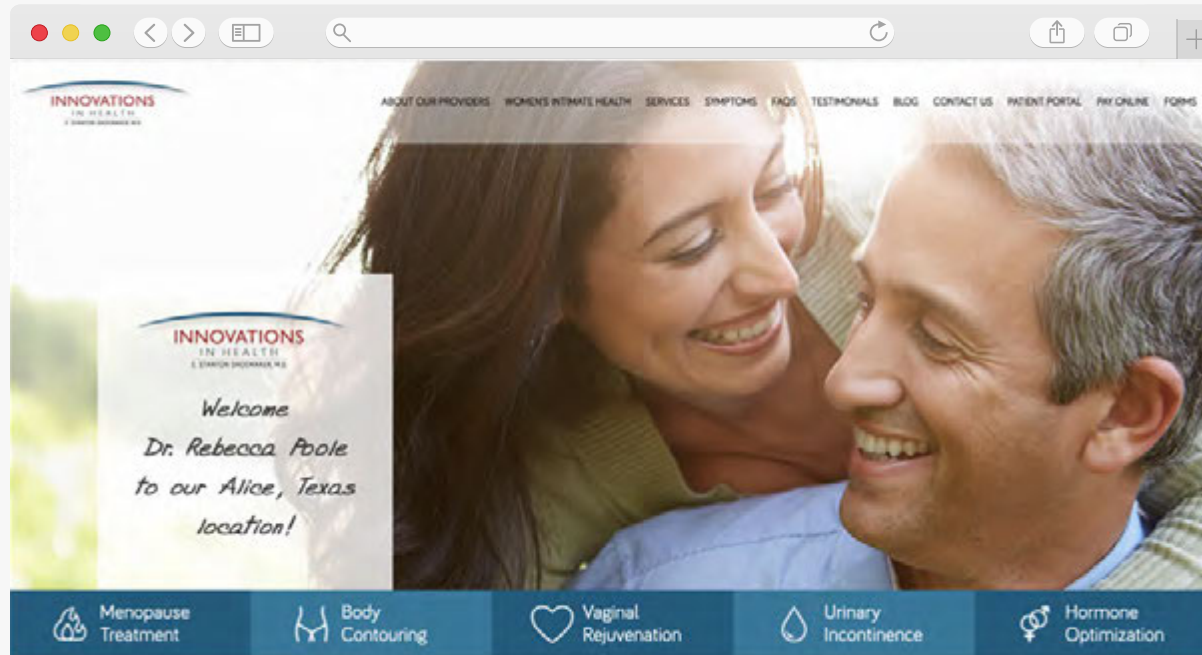
Reflections Med Spa was in need of a website for their med spa practice. They wanted a romantic european style to reflect their brand and decor.

PROJECTS

Website Design + Programming

<http://reflections-medspa.com/>

Innovations In Health



OVERVIEW

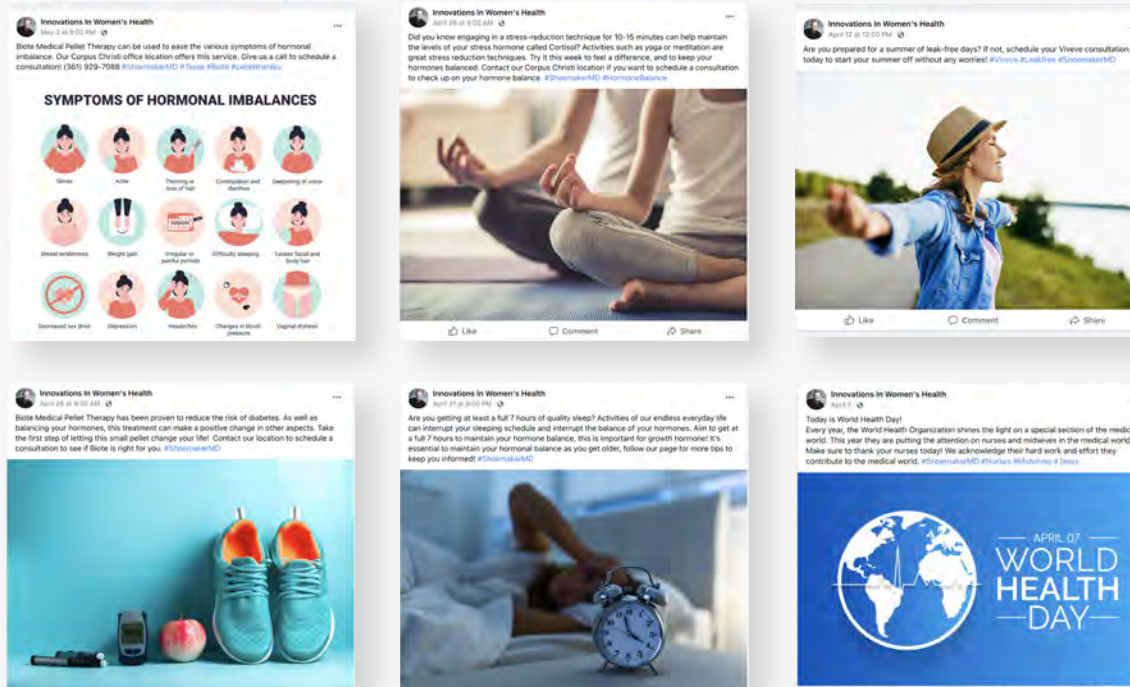
Dr. Shoemaker requested an updated website for his Corpus Christi OBGYN practice. The goal was to incorporate his multiple locations and to promote his new aesthetics services for men and women.

PROJECTS

Website

<https://innovationsinhealthtx.com/>

Innovations In Health



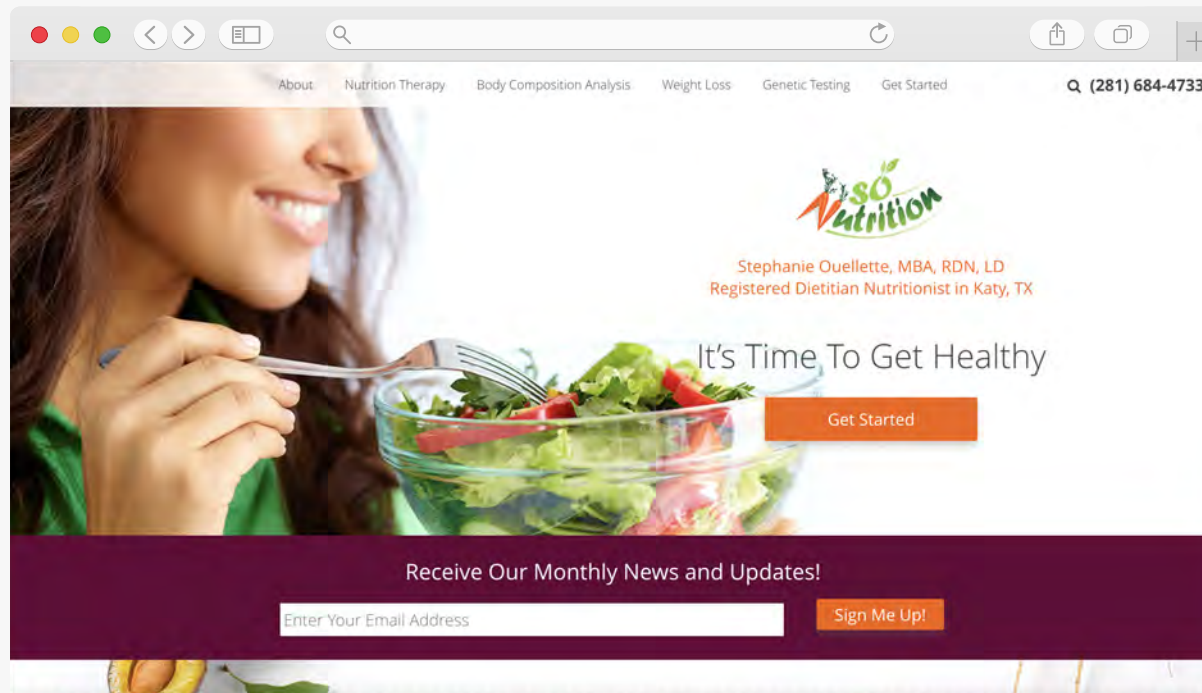
OVERVIEW

Dr. Shoemaker wanted to start being more active on social media. We created educational posts to further layer his marketing efforts.

PROJECTS

Social Media Posts

SO Nutrition



OVERVIEW

So Nutrition wanted a website that was bright and happy showing off beautiful and healthy food. They also were in need of an easy blog and recipe function that would feature on the homepage the latest content.

PROJECTS

Website

<https://sonutrition.com/>

Dr. Derek C. Lou



OVERVIEW

Dr. Lou was in need of a print ad to be created for his practice. He requested a modern and simple design focusing on the beauty of the female form.

PROJECTS

Print Ad